



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA)

Programme Educational Objectives (PEOs)

PEO 1: To demonstrate effective leadership and management skills in various organizational settings. This includes the ability to lead teams, make strategic decisions, and adapt to dynamic business environments.

PEO 2: To pursue continuous learning and professional development to stay abreast of emerging trends, technologies, and best practices in the business world. This includes a commitment to lifelong learning and adaptability.

PEO 3: Acquire modern understanding of business concepts and their practical application in problem-solving and to apply different tools for decision making required for solving complex managerial problems with a passion to innovate

PEO 4: Students should experience career advancement, such as progression to leadership roles, promotions, or entrepreneurial success.

PEO 5: Students will be able to evaluate and develop solutions to contemporary problems using management tools in creating newer opportunities

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

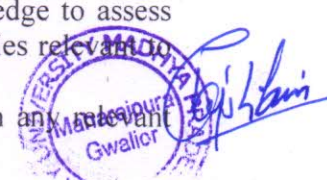
[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant

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business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

Marketing

PSO1. Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO2. Ability to exhibit Sales professionalism and know about consumer behavior.

PSO3. Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

International Business

PSO 1: To solve complex business problems by applying fundamental knowledge of management of finance domains.

PSO 2: To instil in students the ability to gain multidisciplinary knowledge of finance through simulated problems, case studies, projects, and industrial training.

PSO 3: To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional financial managerial practise.

HRM

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Finance

PSO1- Equip graduates with advanced quantitative and analytical skills to assess and analyze complex financial data.

PSO2-Develop proficiency in financial modeling, risk assessment, and valuation techniques to support strategic decision-making.

PSO3-Provide practical exposure to financial tools and technologies used in contemporary financial analysis.

COURSE OUTCOMES:**FIRST SEMESTER**

S. No.	Course Code	Course Title	Outcome
1.	MBA 101	ORGANIZATION BEHAVIOUR	<p>MBA101.1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.</p> <p>MBA101.2. Analyze the complexities associated with management of the group behavior in the organization</p> <p>MBA101.3. Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.</p> <p>MBA101.4. Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.</p>

2.	MBA102	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	<p>MBA102.1. Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.</p> <p>MBA102.2. Come to know the applications of double entry & preparation of final statements & able to solve the complex real life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.</p> <p>MBA102.3. Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.</p> <p>MBA102.4. Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.</p>
3.	MBA103	MANAGERIAL(MICRO) ECONOMIC S	<p>MBA103.1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. MBA103.2. To apply marginal Theory of Demand and Supply under different market conditions.</p> <p>MBA103.3 To analyse Theory of Production and Cost of different market conditions.</p> <p>MBA103.4 To integrate the concept of price and output decisions of firms under various market structure.</p>

4.	MBA 104	Marketing Management	<p>MBA104.1. The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.</p> <p>MBA104.2. It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.</p> <p>MBA104.3. Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to.</p> <p>Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.</p> <p>MBA104.4. With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.</p>
5.	MBA106	BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING	<p>MBA106.1 To understand the concepts of Statistics and Tabulation/Presentation of Data</p> <p>MBA106.2. To apply concepts of Dispersion, Standard Deviation in different situations</p>

			MBA106.3 To analyse types of Sampling and Sampling Distributions
6.	MBA107	LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)	<p>MBA107.1. Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.</p> <p>MBA107.2. Learn the rules regarding the Contract of Sale, Condition & Warranty.</p> <p>MBA107.3. Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.</p> <p>MBA107.4. Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.</p> <p>MBA107.5. Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.</p>
7	MBA108	INDIAN ETHOS AND BUSINESS ETHICS	<p>MBA108.1. Come to know about Ethical Principles in Business.</p> <p>MBA108.2. Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.</p> <p>MBA108.3. Come to know about Value system for Managing stress at Work.</p> <p>MBA108.4. Know the rules of Indian Companies, Role of</p>

			<p>Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. MBA108.5. Come to know about Law of Ethics and Contemporary Approaches to Leadership.</p>
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8	MBA109	INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS	<p>MBA109.1. Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.</p> <p>MBA109.2. Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.</p> <p>MBA109.3. Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.</p> <p>MBA109.4. Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.</p> <p>MBA109.5. Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.</p>
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SECOND SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBA 201	HUMAN RESOURCE MANAGEMENT	<p>MBA 201.1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>MBA 201.2. To develop necessary skill set for application of various HR functions including training, development and compensation. MBA</p> <p>201.3. To integrate the knowledge of HR concepts to maintain employee relations.</p> <p>MBA 201.4. Demonstrate emerging issues in human resource management.</p>

2.	MBA202	Corporate Finance	<p>MBA202.1. Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return</p> <p>MBA202.2. Come to know the valuation of Stocks and Bonds</p> <p>MBA202.3. Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital</p> <p>MBA202.4. Will be able to do Capital Budgeting and Capital Investment Analysis</p> <p>MBA202.5. Know about working capital management and know the factors influencing working capital policy</p> <p>MBA202.6. Will be able to make Dividend Policy Decisions</p>
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3.	MBA203	INDIAN ECONOMY AND POLICIES	<p>MBA203.1. To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>MBA203.2. Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> <p>MBA203.3. Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.</p> <p>MBA203.4. Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.</p>
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4.	MBA 204	Marketing Research	<p>MBA 204.1. To develop the understanding of research concept and research methodology to design the research framework.</p> <p>MBA 204.2. To develop necessary skill set for choosing the sample and collecting the data for research.</p> <p>MBA 204.3. To integrate the knowledge of statistical test and designing the research experiment.</p> <p>MBA 204.4. Demonstrate the art of writing the research report.</p>
5.	MBA205	Operations Management	<p>MBA205.1 Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>MBA205.2. Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments</p> <p>MBA205.3 To analyse operations decisions of different types in different conditions.</p> <p>MBA205.4 To integrate the concept of controlling under various conditions.</p>
6.	MBA206	Quantitative Techniques	<p>MBA206.1 To understand the concepts of probability distribution and its relationship to Business.</p> <p>MBA206.2. To apply concepts of forecasting under different conditions.</p> <p>MBA206.3 To analyse probability based decisions in of different types in different conditions.</p> <p>MBA206.4 To integrate the concept of Linear programming and business under various conditions.</p>

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7	MBA207	ENTREPRENEURSHIP	<p>MBA207.1 the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p>MBA207.2. Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> <p>MBA207.3 Under different circumstances the learner will be able to select an appropriate form of enterprise.</p> <p>MBA207.4 Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.</p>
8	MBA208	ORGANISATION DESIGN	<p>MBA208.1 Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.</p> <p>MBA208.2. The student will be able to evaluate and design functional level strategies for any organization.</p> <p>MBA208.3 The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).</p> <p>MBA208.4 The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.</p>

9	MBA 209	CORPORATE STRATEGY	<p>MBA209.1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>MBA209.2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> <p>MBA209.3. Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.</p> <p>MBA209.4. Students will be able to develop their capacity to think and execute strategically.</p> <p>MBA209.5: Enhanced ability to identify strategic issues and design appropriate courses of action.</p>
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THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBA 301	PROJECT MANAGEMENT	<p>MBA 301.1: To understand the context of project management</p> <p>MBA 301.2:To analyse and elaborate on the Project Selection and Appraisal.</p> <p>MBA 301.3: To gain knowledge of project planning and organisation.</p>

			<p>MBA 301.4: To identify the role of risk management plan and cost estimation.</p> <p>MBA 301.5: To understand how subcontract administration and control are practiced in the industry.</p>
2.	MBA303	Entrepreneurship Lab	<p>MBA303.1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.</p> <p>MBA303.2. To apply concepts of Financial Planning under different market conditions.</p> <p>MBA303.3 To analyse Business Plans in of different types in different market conditions.</p> <p>MBA303.4 To integrate the concept of Prototype Making and Test Marketing under various conditions.</p>
3.	MBA304	Innovation Technology Management	<p>MBA304.1 To understand the concepts of Innovation and its relationship to Business operations.</p> <p>MBA304.2. To apply techniques of Idea Generation under different market conditions.</p> <p>MBA304.3 To analyse various Idea Conversion mechanisms.</p> <p>MBA304.4 To integrate the various concepts of Models on Innovation in business.</p>
4.	MBA305	TECHNOLOGY APPRECIATION AND INTELLECTUAL PROPERTY RIGHTS	<p>MBA305.1 To understand the concepts of Intellectual Property Rights and its relationship to Business operations.</p> <p>MBA305.2. To apply the ideas of copyright Procedure for protection and Enforcement and Remedies</p> <p>MBA305.3 To analyse Theory concepts of patents Procedure for protection and Enforcement and Remedies</p> <p>MBA305.4 To integrate the concept of</p>

			trademarks, designs and industrial designs
5	MBA306	Entrepreneurial Marketing	<p>MBA306.1 To understand the concepts Marketing Basics and its relationship to Business.</p> <p>MBA306.2. To apply concepts of Pricing under different market conditions.</p> <p>MBA306.3 To analyse Entrepreneurial distribution channel decisions of different types in different market conditions.</p> <p>MBA306.4 To integrate the concept of Marketing Communications under various conditions.</p>
6	MBA 307	Valuation	<p>MBA307.1. Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.</p> <p>MBA307.2. Analyzing the learning and understand techniques of various valuation models</p> <p>MBA307.3. applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.</p> <p>MBA307.4. Evaluating and appreciating contemporary project management tools and methodologies in Indian context.</p>
7	MBA 308	Project appraisal and Finance	<p>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p>

			<p>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects</p> <p>CO4: Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment</p> <p>CO5: Evaluating and appreciating contemporary project management tools and methodologies in Indian context</p>
8	MBA 309	INTERNATIONAL FINANCE	<p>CO1. Understanding the broader problems of international finance by understanding global business scenario.</p> <p>CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance</p> <p>CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.</p> <p>CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance</p> <p>CO5. Preparing Analytical reports for business decision making</p>

9	MBA 310	FINANCIAL MARKETS AND FINANCIAL SERVICES	<p>MBA310.1. Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.</p> <p>MBA310.2. Analyze general structure of various financial markets</p> <p>MBA310.3. Demonstrate the applicability Debt Market and Commodity Market in the organization.</p> <p>MBA310.4. Demonstrate an awareness of the current structure and functioning of the financial services sector.</p>
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10	MBA 311	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	<p>MBA311.1. Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>MBA311.2. Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>MBA311.3. Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>MBA311.4. Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>MBA311.5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences</p>
11	MBA 312	Employee Relations	<p>MBA 312.1. Understand the concept of Industrial relations and discipline including collective settlement.</p> <p>MBA 312.2 study the law related to labours and industry.</p> <p>MBA 312.3 Describe the role of trade union, laws related to wages, Employee Benefits and Social Securityrelated laws</p>

12	MBA 313	MANPOWER PLANNING, RECRUITMENT, AND SELECTION	<p>MBA 313.1. To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.</p> <p>MBA 313.2 Enable the students to gain comprehensive knowledge about recruitment.</p> <p>MBA 313.3 Describe the role of human resource manager in the process of selection.</p>
13	MBA 314	PERFORMANCE MANAGEMENT SYSTEMS	<p>MBA 314.1. To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.</p> <p>MBA 314.2 Enable the students to gain comprehensive knowledge about competency.</p> <p>MBA 314.3 Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.</p>
14	MBA 315	UNDERSTANDING SELF-INDIAN PERSPECTIVE	<p>MBA 315.1. Develop an understanding about self through its examination.</p> <p>MBA 315.2 Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency.</p> <p>MBA 315.3 Practice ancient knowledge and learn the lessons on self-awareness.</p>

15	MBA 316	Strategic Human Resource Management	<p>MBA 316.1. Understand the concept and features of Strategy and its management.</p> <p>MBA 316.2 To study role of HRM in strategic management.</p> <p>MBA 316.3 To focus on how firms formulate, implement and evaluate corporate business strategies</p> <p>MBA 316.4 To promote skills of evaluating and implementing strategies to examine its impact on Business performance.</p> <p>MBA 316.5. To study the scope of HRin Future.</p>
16	MBA 317	INTERNATIONAL TRADE FINANCE	<p>MBA 317.1 To understand global trade, finance, and globalisation.</p> <p>MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.</p> <p>MBA 317.3 To Identify the role of international banks.</p> <p>MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</p>
17	MBA 318	INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS	<p>MBA 318.1: To understand the international labour organisations and international labour laws.</p> <p>MBA 318.2: To analyse and elaborate on industrial relations.</p> <p>MBA 318.3 To gain knowledge of labour laws and industrial disputes.</p> <p>MBA 318.4 to identify the role of trade unions and employee social security-related laws.</p>
18	MBA 365	International Trade Procedures and Documentation	<p>MBA 365.1 Understand the export documentation framework.</p> <p>MBA 365.2 Study about the processing of product for export order and</p>

			<p>legal implications.</p> <p>MBA 365.3 Know the Export and Import Documents.</p> <p>MBA 365.4 Acquaint with customs clearances and regulation compliance.</p> <p>MBA 365.5. Analyse EXIM Policy Framework and banking norms for export.</p>
19	MBA 366	Foreign Exchange (FX) Management	<p>MBA 366.1 Understand the concept of foreign exchange and its importance in global business.</p> <p>MBA 366.2 Get knowledge about foreign exchange markets & regulatory compliances.</p> <p>MBA 366.3 Comprehend exchange rate determination and cross-currency calculations.</p> <p>MBA 366.4 Analyze trading strategies for hedging, speculation & arbitrage.</p> <p>MBA 366.5. Acquainted with FX Risk Management by using Currency Derivatives.</p>

20	MBA 376	CONSUMER BEHAVIOUR	<p>MBA376.1. Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.</p> <p>MBA376.2. Come to learn the Individual Determinants of Consumer Behaviour</p> <p>MBA376.3. Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.</p> <p>MBA376.4. Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.</p>
21	MBA 377	RETAILING MANAGEMENT	<p>MBA377.1. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India</p> <p>MBA377.2. Come to learn about levels of locations decisions, city selection, location options.</p> <p>MBA377.3. Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.</p> <p>MBA377.4. Know the Factors affecting pricing, developing a retail price strategy and Retail communication</p> <p>MBA377.5. Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.</p>

22	MBA 378	SALES AND DISTRIBUTION MANAGEMENT	<p>MBA378.1. Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.</p> <p>MBA378.2. Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.</p> <p>MBA378.3. Know about the sales forecasting: concept and methods. Sales territory and sales quotas.</p> <p>MBA378.4. Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination.</p> <p>MBA378.5. Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM.</p>
23	MBA 379	PRODUCT AND BRAND MANAGEMENT	<p>MBA379.1. Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy.</p> <p>MBA379.2. Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories.</p>

			<p>MBA379.3. Know about the elements to build Effective Brands, Criteria to choose brand elements.</p> <p>MBA379.4. Know the Brand Revitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods</p> <p>MBA379.5. Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.</p>
24	MBA 380	BUSINESS TO BUSINESS MARKETING	<p>MBA380.1. Come to know about Business-to-Business Marketing and Organizational and Government markets, Organizational Buying Behavior.</p> <p>MBA380.2. Come to learn about Marketing Segmentation and Product pricing Strategy for B2B Marketing Formulating Pricing Strategies.</p> <p>MBA380.3. Know about the Customer Relationship Management and Strategies for Business Markets</p> <p>MBA380.4. Know the CRM practices in Business Economy and Key Account Management, Supplier-Channel Management, B2B Branding. Marketing Communication in B2B Marketing.</p> <p>MBA380.5. Know the Issues and Challenges in Implementation of CRM and Ethical issues in CRM.</p>

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBA 401	Corporate Social Responsibility and Sustainability	<p>MBA401.1. Understand the importance of ethics and CSR in the day-to-day working of organizations. MBA 401.2. Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, sustainability, and ethical management.</p> <p>MBA401.3. To understand regulatory and voluntary action in corporate social responsibility, accountability, and reporting.</p> <p>MBA401.4. Know the content of central normative ethical theories and understand their role in ethical reasoning.</p>
2.	MBA402	Indian Models in Entrepreneurship	<p>MBA402.1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.</p> <p>MBA402.2. To apply concepts of women entrepreneurship under different market conditions.</p> <p>MBA402.3 To analyse Rural Entrepreneurship of different types in different market conditions.</p>

			<p>MBA402.4 To integrate the concept of Family Business & Social Entrepreneurship under various conditions.</p>
3.	MBA403	Family Business Management	<p>MBA403.1 To understand the concepts of Family Business in Indian Contexts.</p> <p>MBA403.2. To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.</p> <p>MBA403.3 To analyse Growth Strategy for Family Owned Business.</p> <p>MBA403.4 To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family</p>
4.	MBA404	Venture Valuation and Accounting	<p>MBA404.1 To understand the concepts of venture valuation techniques and its relationship to Business.</p> <p>MBA404.2. To apply concepts of financial instruments under different market conditions.</p> <p>MBA404.3 To analyse financial instruments of different types in different market conditions.</p> <p>MBA404.4 To integrate the concept of better manage financial issues in an entrepreneurial venture under various conditions.</p>

5	MBA405	Social Entrepreneurship	<p>MBA405.1 To understand the concepts of social Entrepreneurship and its relationship to Business.</p> <p>MBA405.2. To apply concepts of social Entrepreneurship under different market conditions.</p> <p>MBA405.3 To analyse Business Plans in of different types in different market conditions.</p> <p>MBA405.4 To integrate the concept of leadership and motivation under various conditions.</p>
6	MBA 406	Taxation	<p>MBA406.1. Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>MBA406.2.Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>MBA406.3. To enable the students to determine the residential status of an individual and scope of total income.</p> <p>MBA406.4. To enable the students to compute the net total taxable income of an individual.</p>
7	MBA 407	FINANCIAL DERIVATIVES	<p>CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.</p>

			<p>CO2: Students will be able to analyze the risks in different financial markets.</p> <p>CO3: Acquire ability to selection of various options and then can apply them to specific markets</p> <p>CO4: Student will be able to strategically manage the financial derivatives.</p> <p>CO5 Able to distinguish among hedging, speculation, and arbitrage.</p>
8	MBA 408	MANAGING BANKS AND FINANCIAL INSTITUTIONS	<p>CO1. Understanding the broader problems of Banks and financial institutions</p> <p>CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.</p> <p>CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.</p> <p>CO4. Explain the roles financial intermediaries perform in society and the major risks they face</p> <p>CO5. Understand The modern banking service.</p>

9	MBA 409	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	<p>MBA409.1. Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</p> <p>MBA409.2. Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.</p> <p>MBA409.3. Analyze investment opportunities in fixed income securities.</p> <p>MBA409.4. Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.</p>
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10	MBA 410	Behavioral Finance	<p>MBA410.1. Understand the differences between a behavioural finance perspective and a traditional finance perspective.</p> <p>MBA410.2. Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.</p> <p>MBA410.3. Critically evaluate behavioural influences involving individuals; investment decisions.</p> <p>MBA410.4. Critically discuss important developments in this new area and the associated practical insights they provide.</p> <p>MBA410.5: the will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments.</p>
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11	MBA 412	HUMAN RESOURCE METRICS AND ANALYTICS	<p>MBA 412.1. Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.</p> <p>MBA 412.2 Identify the right HR metrics– aligning HR and business goals.</p> <p>MBA 412.3 Develop the total quality management approach and improving the HR audit system.</p> <p>MBA 412.4 Understanding human resource information system.</p>
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12	MBA 413	INTERNATIONAL HRM :APPROACHES	<p>MBA 413.1. Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>MBA 413.2 Develop the organization structure to manage international staffing and development</p> <p>MBA 413.3 Formulate performance management and compensation management strategies to implement in the international context.</p> <p>MBA 413.4 Critically analyse cross cultural issue and perspectives for international boundaries.</p> <p>MBA 413.5 Demonstrate the mapping of different cultures for maintain international relations.</p>
13	MBA 414	MANPOWER PLANNING, RECRUITMENT, AND SELECTION	<p>MBA 414.1. Understand the process of strategic staffing and manpower planning.</p> <p>MBA 414.2 Develop the framework for competency mapping.</p> <p>MBA 414.3 understand and formulate recruitment and training strategies of manpower planning.</p>

14	MBA 415	TEAM DYNAMICS AT WORK	<p>MBA 415.1. Understand the concept of team and teamwork.</p> <p>MBA 415.2 understand the dynamics of team development and management.</p> <p>MBA 415.3 Build leadership in team and empower the teamwork.</p> <p>MBA 415.4 Resolve organizational issue through teamwork.</p>
15	MBA416	FOREIGN TRADE POLICY	<p>MBA416.1. Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration</p> <p>MBA416.2. Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)</p> <p>MBA416.3. Come to know about the India's Export Policy, Fiscal, Financial, Special Schemes & General</p>

			<p>incentives provided to exporters, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks and Free Trade Zones.</p> <p>MBA416.4. Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.</p> <p>MBA416.5. Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy</p>
16	MBA417	INTERNATIONAL SUPPLY CHAIN MANAGEMENT	<p>MBA417.1. Able to understand the concept & importance of Supply Chain Management</p> <p>MBA417.2. Clear understanding of Strategic Issues in Supply Chain Management</p> <p>MBA417.3. Will be able to understand the concept and scope of International Logistic System</p> <p>MBA417.4. Will learn the General Structure of shipping industry</p> <p>MBA417.5. Will be able to manage the Supply Chain Performance</p>

17	MBA418	INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT	<p>MBA418.1. Will be able to understand Global Cultural Diversity</p> <p>MBA418.2. Will have clear understanding on HR issues of Cross Cultural Teams</p> <p>MBA418.3. Will learn Cross-Cultural Perceptions & Communication</p> <p>MBA418.4. Able to learn Cross-cultural Business Negotiations</p> <p>MBA418.5. Will know about the Competencies for Global Managers</p>
18	MBA419	GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES	<p>MBA419.1. Will learn historical and economic perspectives on Global Outsourcing</p> <p>MBA419.2. Will understand Sourcing Models</p> <p>MBA419.3. Will know about different types of global outsourcing services</p> <p>MBA419.4. Will gain knowledge about India's BPO's & IT Services Outsourcing</p> <p>MBA419.5. Will be able to develop an outsourcing strategy for Future Challenges</p>
19	MBA420	Managerial Skills For Effectiveness	<p>MBA420.1 To understand the concepts of Organizational Culture and Team Management its relationship to Business.</p> <p>MBA420.2. To apply concepts of Collaboration and presentation skills.</p>

			<p>MBA420.3 To analyse Mentoring and Counselling.</p> <p>MBA420.4 To integrate the concept of Leadership and Negotiation under various conditions.</p>
20	MBA465	INTERNATIONAL MARKETING	<p>MBA465.1. Will learn International trade Theories and Importance of International Marketing</p> <p>MBA465.2. Will understand International Marketing Environment</p> <p>MBA465.3. Will know about International Entry & Expansion Strategies</p> <p>MBA465.4. Will gain knowledge about Developing Product for International Market</p> <p>MBA465.5. Will be able to develop a Promotion & Pricing Strategy for International Market</p>
21	MBA475	INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY	<p>MBA475.1. Understand the concept of advertising and evaluate the concept of integrated communication</p> <p>MBA475.2. Identify the objectives and importance of advertising as a promotional tool.</p> <p>MBA475.3. Remember the approaches of advertising campaign planning and develop ethics in advertising.</p> <p>MBA475.4. Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.</p>

			<p>MBA475.5. Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.</p> <p>MBA475.6. Create sales promotion strategies and identify the latest trends and practices in the industry.</p>
22	MBA476	INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY	<p>MBA475.1. Understand the concept of advertising and evaluate the concept of integrated communication</p> <p>MBA475.2. Identify the objectives and importance of advertising as a promotional tool.</p> <p>MBA475.3. Remember the approaches of advertising campaign planning and develop ethics in advertising.</p> <p>MBA475.4. Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.</p> <p>MBA475.5. Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.</p> <p>MBA475.6. Create sales promotion strategies and identify the latest trends and practices in the industry.</p>
23	MBA476	DIGITAL AND SOCIAL MEDIA MARKETING	<p>MBA476.1. On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and</p>

			<p>evaluate the use of various channel options available for digital marketing.</p> <p>MBA476.2. On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p> <p>MBA476.3. Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p> <p>MBA476.4. On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p> <p>MBA476.5. On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p>
24	MBA477	MARKETING TO BASE OFPYRAMID CONSUMERS	<p>MBA477.1. Understand the concept of BOP market and business opportunities.</p> <p>MBA477.2. Identify the objectives and , Principles of Innovation.</p>

			<p>MBA477.3. Remember the approaches of BOP solutions for developed markets</p> <p>MBA477.4. Analyse unique methods of data collection, sampling</p> <p>MBA477.5. Identify the need and scope of Development as social transformation</p>
25	MBA478	INTERNATIONAL MARKETING	<p>MBA478.1. Building awareness for the concept of international marketing.</p> <p>MBA478.2. Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p>MBA478.3. . Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p>MBA478.4. Use appropriate research approaches and information systems in planning for international marketing situations</p> <p>MBA478.5. Evaluate different methods of marketing decisions in international environment.</p> <p>MBA478.6. Understanding the policies and procedures prevalent in India for export and import.</p>
26	MBA479	SERVICES MARKETING	<p>MBA479.1. Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products</p> <p>MBA479.2. Identify the characteristics of the services industry and the modus operandi of consumers.</p> <p>MBA479.3. Analyse the role and relevance of Quality in Services</p>

			<p>MBA479.4. Measure service quality and assess the impact of service quality on consumer Behaviour.</p> <p>MBA479.5. Identify GAPS between end user and service provider and devise strategies to close them.</p> <p>MBA479.6. Develop services pricing strategies and identify and analyse best service practices in the industry.</p>



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Programme Educational Objectives (PEOs)- BBA

PEO 1: To demonstrate a strong understanding of fundamental concepts in various business disciplines, including management, marketing, finance, accounting, human resources, and operations.

PEO 2: Students should possess the ability to analyze complex business problems, think critically, and apply analytical skills to make informed decisions in diverse organizational contexts.

PEO 3: To exhibit leadership qualities and management skills, including the ability to lead teams, make strategic decisions, and navigate organizational challenges.

PEO 4: Students are encouraged to cultivate an entrepreneurial mindset, demonstrating creativity, innovation, and an understanding of business opportunities. This may include an awareness of the challenges and rewards of entrepreneurship.

PEO 5: Students should recognize their social responsibility and contribute positively to their communities. This involves an understanding of the impact of business activities on society and the environment.

PROGRAMME OUTCOMES:

[PO.1]. Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently : The program will develop the ability to think

critically and independently translating into a well -developed personal value system

[PO.7]Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9]Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

PROGRAM SPECIFIC OUTCOMES:

FINANCE

PSO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

HUMAN RESOURCE MANAGEMENT

PSO1:- Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

PSO2 :- Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

PSO3:- Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

MARKETING

[PSO.1] Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

[PSO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PSO.3]. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

[PSO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

[PSO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

COURSE OUTCOMES

FIRST SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BBA101	MANAGEMENT FOUNDATIONS	<ul style="list-style-type: none">• Knowledge of principles of management and school of management thoughts.• Understand the significance of planning, and decision making.• Describe the organization concept and classify the organization structure.• Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.• Understand and analyse the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.• Understand and describe the conceptual framework of control and techniques of control.

2.	BBA102	Business Environment	<ul style="list-style-type: none"> • Get an overview of business environment, types of business environment, and the factors affecting business environment. • Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India. • know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. • Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc. • Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc. • Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU, NAFTA, ASEAN etc. and their impact on industrial environment in India.
3.	BBA103	MANAGERIAL ECONOMICS	<ul style="list-style-type: none"> • Knowledge of Managerial Economics and Firm Theory • Understand the significance of Consumer Behaviour and Demand Analysis. • To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

			<ul style="list-style-type: none"> • To apply marginal Theory of Demand and Supply under different market conditions. • Understand and analyze the concept, theories and techniques of Economic and Business forecasting. • Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis
4.	BBA105	Financial Accounting	<ul style="list-style-type: none"> • To Understand the Basic accounting Concepts and accounting standard and their application in business. • To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business. • To learn about the Cash Book and bank reconciliation statement and their importance in business. • To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. • Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.
5.	BBA107	Polity and Society	<ul style="list-style-type: none"> • Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system. • Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where

			<p>students understand the role of One-party democracy and military rule.</p> <ul style="list-style-type: none"> • Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation. • Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes). • Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc. • Able to understand the concept of NGO in social structure of India with respect to judicial activism.
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SECOND SEMESTER

1.	BBA201	Macro Economics for Business	<ul style="list-style-type: none"> • To Learn about the Micro and Macro Economics variable in details and understand about the difference. • To understand about the aggregate's variable of national Income and circular flow of income in different sector. • To Study about the Full employment Approaches and Income Level. • To Learn about the Inflation and Deflation in money Market.
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			<ul style="list-style-type: none"> To understand about the linkage of money market to international transaction.
2.	BBA202	Corporate Accounting	<ul style="list-style-type: none"> To learn about the Accounting Standard and the process of maintaining statutory record. To study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share. To study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture. Preparation and presentation of final accounts of joint stock companies as per company law. To study about the accounting Procedure of holding and subsidiaries company. To learn about the different method of valuation of shares and goodwill. To identify companies which have amalgamated as per merger method and purchase method.
3.	BBA203	Organizational Behaviour	<ul style="list-style-type: none"> To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. To study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception. To study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature). To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of

			<p>TA, Organizational communication, making communication effective, Power.</p> <ul style="list-style-type: none"> • To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems. • To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management.
4.	BBA205	Sales and Distribution Management	<ul style="list-style-type: none"> • To learn about Nature and role of Sales Manager's job. Sales management as a career. • To study about the Types of sales organization. Coordination of selling functions with other marketing activities. • To study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. • Recruitment and Selection of sales personnel (domestic and international perspective. Sales training. • To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up. • To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BBA 302	Basics of Financial Management	<p><i>BBA 302.1</i> To Understand the Basic of Financial management and the Changing role of finance manager.</p> <p><i>BBA 302.2</i> To study about the tools of financial statement analysis and its objectives.</p> <p><i>BBA 303.3</i> To Explain the concept of fundamental financial concepts, especially time value of money.</p> <p><i>BBA 302.4.</i> To learn about asset-based financing through lease financing and hire purchase.</p> <p><i>BBA 302.5</i> To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.</p> <p><i>BBA 302.6</i> To understand about the importance of working capital management and know about the determinates of working capital management.</p> <p><i>BBA 302.7</i> To understand about the risk and its types regarding the comparative studies of different investment Proposal.</p>
2.	BBA304	MARKETING MANAGEMENT	<p>BBA304.1. Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.</p> <p>BBA304.2. Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.</p> <p>BBA304.3. Coordinate the various marketing environment variables to interpret them for designing</p>

			<p>marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.</p> <p>BBA304.4. Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.</p> <p>BBA304.5. Demonstrate effective understanding of relevant functional areas of marketing management and its application.</p> <p>BBA304.6. Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.</p>
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3.	BBA 305	Cost and Management Accounting	<p>BBA305.1. Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>BBA305.2. Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>BBA305.3. Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> <p>BBA305.4. Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.</p> <p>BBA305.5. Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.</p> <p>BBA305.6. Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour</p>
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			cost variance and Overhead Variance.
4.	BBL326	Business Laws	<p>BBL 326.1. To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>BBL326.2. Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> <p>BBL326.3. Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.</p> <p>BBL326.4. Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.</p> <p>BBL326.5. Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company. BBL326.6. Acquaintance of consumer protection Act,1986 and its applicability.</p>

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1	BBA 401	Corporate Financial Management	<p>BBA 401.1 To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants</p> <p>BBA 401.2 to study about the Concept significance assumptions, Computation of cost of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.</p> <p>BBA 401.5 To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</p> <p>BBA 401.6 To learn about the Introduction to Financial Services, Features of marketing these services</p>
2	BBA 402	Marketing Management II	<p>BBA 402.1 To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.</p> <p>BBA 402.2 to study about the Product Line Decision, New Product Development: Challenges & Process.</p> <p>BBA 402.3 to study about the Understanding various pricing strategies and their application.</p> <p>BBA 402.4 To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions</p>

			BBA 402.5 To understand about the Marketing communication budget. Introduction to various elements
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			<p>of integrated marketing communications briefly</p> <p>BBA 402.6 To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets</p>
3	BBA 403	Research Methodology and Report Preparation	<p>BBA 403.1 To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design</p> <p>BBA 403.2 to study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</p> <p>BBA 403.3 to study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods</p> <p>BBA 403.4 To understand about Fieldwork procedure, Common sources of error in the fieldwork</p> <p>BBA 403.5 To study about the Data analysis-I: Test of significance Z, t, F and chi-square</p> <p>BBA 203.6 To learn about Research presentation and research process examination</p>
4	BB A 404	ENTREPRENEURSHIP DEVELOPMENT	<p>BBA 404.1. Knowledge of principles of management and school of management thoughts</p> <p>BBA 404.2. Understand the significance of planning, and decision making.</p> <p>BBA 404.3. Describe the organization concept and classify the organization structure</p> <p>BBA 404.4. Understand the complexities associated with management of human resources or staffing in the organizations and integrate the</p>

			<p>learning in handling these complexities.</p> <p>BBA 404.5. Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.</p> <p>BBA 404.6. Understand and describe the conceptual framework of control and techniques of control.</p>
5	BBA 405	E - Commerce	<p>BBA 405.1. To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>BBA 405.2. Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> <p>BBA 405.3. To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies</p> <p>4. BBA 405.4. Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce</p>

			5. BBA 405.5. To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.
6	BBA 406	Human Resource Management	BBA 406.1 Understand basic concepts of Human Resource Management BBA 406 2. Analyse Human Resource Planning BBA 406.3 Apply Promotion and Transfer Policy

FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BBA501	INTERNATIONAL BUSINESS Management	<ul style="list-style-type: none"> • Understand International Business • Analyse International Economic Environment • Apply Licensing • Examine World Trade Organization
2.	BBA502	Personal Financial Planning	<ul style="list-style-type: none"> • Get an Overview of Indian Financial System, and Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. • Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief

			<p>overview of BSE, NSE, NYSE AND NASDAQ.</p> <ul style="list-style-type: none"> • Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis. • Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies. • Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. • Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.
3.	BBA504	Consumer Behaviour	<ul style="list-style-type: none"> • Demonstrate how knowledge of consumer behaviour can be applied to marketing. • Identify and explain factors which influence consumer behaviour. • Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour. • Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. • Use appropriate research approach in consumer decision making process.

			<ul style="list-style-type: none"> • Define behavioural issues within an organisation as a consumer to the industry.
4.	BBA505	Service Marketing	<ul style="list-style-type: none"> • Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products • Identify the characteristics of the services industry and the modus operandi of consumers. • Analyse the role and relevance of Quality in Services • Measure service quality and assess the impact of service quality on consumer Behaviour. • Identify GAPS between end user and service provider and devise strategies to close them. • Develop services pricing strategies and identify and analyse best service practices in the industry.
5.	BBA506	International Marketing	<ul style="list-style-type: none"> • Building awareness for the concept of international marketing. • Identifying the emerging markets and marketing challenges in the international marketing environment • Identifying the emerging markets and marketing challenges in the international marketing environment • Use appropriate research approaches and information systems in planning for international marketing situations • Evaluate different methods of marketing decisions in international environment. • Understanding the policies and procedures prevalent in India for export and import.

6.	BBA507	Financial Services	<ul style="list-style-type: none"> • Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. • Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. • Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis. • Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies. • Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. • Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.
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7.	BBA508	PRINCIPLES OF INVESTMENT MANAGEMENT	<ul style="list-style-type: none"> □ Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance. □ Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business. □ Know about valuation of securities such as bonds, preference shares and equity shares. □ Learn the security analysis on fundamental and technical basis. □ Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.
8.	BBA509	Financial Derivatives	<ul style="list-style-type: none"> • Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. • Get a conceptual understanding on Forward and future contracts, • Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options. • Understand the concept of Option Valuation and Trading strategies.

			<ul style="list-style-type: none"> • Get an overview on Swaps, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions. • Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.
9.	BBA510	ORGANISATIONAL DEVELOPMENT AND CHANGE	<ul style="list-style-type: none"> • Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD). • Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis. • Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions. • Describe the role of change management and factors causing change with contemporary model and techniques involved in change management. • Demonstrate the applications and implementation of change models by implementing the Lewin's force model

			<p>field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.</p> <ul style="list-style-type: none"> • Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.
10.	BBA511	Training and Development	<ul style="list-style-type: none"> • Able to Understand the concept of Training and its strategy in relations to education, culture and context. • Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles. • Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. • Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.

			<ul style="list-style-type: none"> • Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. • Able to understand the Executive Development significance and identify the role of HRD in 21st century.
11.	BBA512	International Human Resource Management	<ul style="list-style-type: none"> • Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment. • Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM. • Able to Recognize the need of Cross-cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model. • Describe the role of international recruitment from host county and reward strategies for international

			<p>execution with expatriate approach along with training global executives.</p> <ul style="list-style-type: none"> • Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation. • Able to understand the trends in best HR Practices across northern Europe , China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing .
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SIXTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BBA605	Brand Management	<ul style="list-style-type: none"> • Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. • Identifying the emerging markets and marketing challenges in the developing brand equity and brand value • Acquire knowledge and understand the brand elements and develop product and price strategies. • Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

			<ul style="list-style-type: none"> • Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.
2.	BBA606	Advertising & Sales Promotion	<ul style="list-style-type: none"> • Understand the concept of advertising and evaluate the concept of integrated communication • Identify the objectives and importance of advertising as a promotional tool. • Remember the approaches of advertising campaign planning and develop ethics in advertising. • Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. • Identify the need and scope of sales promotion and manage the factors responsible for sales promotion. • Create sales promotion strategies and identify the latest trends and practices in the industry.
3.	BBA607	Retail Management	<ul style="list-style-type: none"> • Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes. • Identify the buying decision process in retailing and the types of buying decisions used by consumers. • Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them. • Understand the concept of merchandise management, its planning and establishing strategies of retail. • Evaluate the concept of store management, store layout and

			<p>atmospherics. Develop compensation schemes and control of store employees.</p> <ul style="list-style-type: none"> • Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.
4.	BBA608	CORPORATE TAX PLANNING	<ul style="list-style-type: none"> • Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation. • Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes. • Learn about different Deductions allowed under business and profession • Get an overview of International accounting and Taxation concepts. • Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc • Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.
5.	BBA609	Banking and Financial Institutions	<ul style="list-style-type: none"> • Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing. • Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International

			<p>Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria</p> <ul style="list-style-type: none"> • Know about Banking Sector Reforms, Provisions of Banking Regulation Act, ,Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks. • Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines. • Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings • Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.
6.	BBA610	ADVANCE CORPORATE FINANCE	<ul style="list-style-type: none"> • Get an conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

			<ul style="list-style-type: none"> • Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance. • Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation • Understand the concept Corporate Governance & Business Ethics, Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing. • Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets • Understand the concept Strategic Cost management, Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle
7.	BBA612	PERFORMANCE MANAGEMENT SYSTEM	<ul style="list-style-type: none"> • Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance.

			<ul style="list-style-type: none"> • Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods. • Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability. • Describe the role of potential appraisal in relations to competency mapping with relevant case studies. • Demonstrate the applications functions in performance management related to creating high performance organisation. • Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.
8.	BBA613	Compensation and Reward Management	<ul style="list-style-type: none"> • Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. • Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys. • Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices. • Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives. • Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in

			<p>performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) .</p> <ul style="list-style-type: none"> • Able to understand the current trends in compensation and reward management.
9.	BBL629	INDUSTRIAL RELATIONS AND LABOUR LAW	<ul style="list-style-type: none"> • Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans. • Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 . • Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability. • Describe the role of Trade union act 1926 and recognition. • Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc. • Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.



AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

BACHELOR OF COMMERCE (H)

Programme Educational Objectives (PEOs)-

PEO 1: To demonstrate a strong understanding of fundamental concepts in accounting, finance, economics, management, marketing, and other relevant business disciplines.

PEO 2: Students will be capable of critically analyzing business problems, interpreting financial data, and making informed decisions using quantitative and qualitative methods.

PEO 3: Students will be proficient in using relevant technologies and tools in the business environment. This includes understanding the role of technology in enhancing business processes and decision-making.

PEO 4: To possess a global mindset, understanding business practices and the impact of globalization on commerce. This involves recognizing cultural diversity and global economic interconnectedness.

PEO 5: Students are encouraged to develop an entrepreneurial mindset, demonstrating creativity, innovation, and an understanding of business opportunities. This includes an awareness of the challenges and rewards of entrepreneurship.

PROGRAMME OUTCOMES:

[PO.1]. Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2]. Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3]. Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6]. Think critically and independently: The program will develop the ability to think critically and independently translating into a well developed personal value system.

[PO.7]. Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8]. Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9]. Research and Business Intelligence: The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

[PO.10]. Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

PROGRAM SPECIFIC OUTCOMES:

FINANCE

[PSO1] : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.

[PSO2] : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

HUMAN RESOURCE MANAGEMENT

[PSO1] : Analyse the business environment and assess its impact on Human Resource Management

[PSO2] : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

MARKETING

PSO1] : Analyse the business environment and assess its impact on Marketing Practices and Markets.

[PSO2] : Evaluate Sales options to maximize the return on investment for corporate and individuals.

**COURSE OUTCOMES:
FIRST SEMESTER**

S. No.	Course Code	Course Title	Outcome
6.	BCH101	Business Organization & Management	<ul style="list-style-type: none"> • Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations. • Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics. • Able to recognize the essential features of planning, process and types of plans . • Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE • Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc. • Able to understand the concept of controlling, Balance score card, Economic value added, Market value added. • Evaluating the concept of Change Management, Knowledge Management and Learning organization.
7.	BCH102	Basic Concepts of Financial Accounting	<ul style="list-style-type: none"> • Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. • Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments. • Able to recognize the essential of Depreciation & Inventory Valuation methods • Describe the role of Bank Reconciliation Statement & Bills of Exchange. • Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.

8.	BCH103	Microeconomic Theory & Applications – I	<ul style="list-style-type: none"> • Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc. • To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles • The students will be able understand how the business organizations work by applying economic principles in their business management.
9.	BCH109	DEMOCRACY AND GOVERNANCE IN INDIA	<ul style="list-style-type: none"> • Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level. • To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions. • To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India • Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas
10.	BBM 101	Elementary Business Mathematics	<ul style="list-style-type: none"> • Understand set theory and functions in Business and Economics Limits. • Analyse Basic Counting Principle, Permutation and Combinations • Apply Simple, Compound Interest and Annuities • Evaluate Matrices, Determinants and Numerical Problems

SECOND SEMESTER

S. No.	Course Code	Course Title	Outcome
6.	BCH201	Financial Accounting II	<ul style="list-style-type: none">• Student will be able to make joint -venture and consignor account.• Student will be able to manage negotiable instruments i.e., bill of exchange.• Students will be able to prepare partnership accounts.
7.	BCH202	MICROECONOMIC THEORY AND APPLICATIONS - II	<p>Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.</p> <p>Describe economic concepts and their application to contemporary microeconomic issues.</p>
8.	BCH207	PSYCHOLOGY AND ETHICS	<ul style="list-style-type: none">• To enable students to understand the nature and characteristics of psychology.• To enable the student identify the variables involved in human process so as to infer their role in running business organization• To understand the needs of humans as an individual and a member of an organization.• To sensitize them to proper ideals and norms within which they should perform their roles.• To empower them to cultivate professional norms and ethics.

9.	BCL225	BUSINESS AND ECONOMIC LAWS - II	<input type="checkbox"/> Students will be able to understand the general legal framework, and of specific legal areas relating to business. <input type="checkbox"/> Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law. <input type="checkbox"/> Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BCH301	Corporate Accounting	<ul style="list-style-type: none"> • Able to understand the concept of Accounting standards and its relevance and significance. • Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue. • Able to recognize the essential features of debentures and conversion of debentures into shares. • Describe the role of underwriter and SEBI guidelines for Underwriting. • Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

2.	BCH302	Cost Accounting - 1	<ul style="list-style-type: none"> • Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet • Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO. • Able to recognize the essential of labour costing and causes and effect of labour turnover.
3.	BCH303	MICROECONOMIC THEORY AND APPLICATIONS – III	<ul style="list-style-type: none"> • Develop an understanding of the applications of managerial economics • Interpret regression analysis and discuss why it's employed in decision-making • Able to understand perfect competition situations of the real market.
4.	BCH307	E - Commerce	<ul style="list-style-type: none"> • To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts • Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences. • To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies • Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce • To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-

			commerce presence.
5.	BCL 325	Corporate Laws-I	<input type="checkbox"/> Understand Corporate Laws and its importance. <input type="checkbox"/> Analyse Promotion and incorporation of Companies <input type="checkbox"/> Apply Memorandum of Association, Articles of Association and Prospectus <input type="checkbox"/> Evaluate functions, duties and rights of Directors of a Company
6.	BCL 326	Income Tax Law and Practice I	<ul style="list-style-type: none"> • Understand Income Tax Laws and its importance. • Analyse exemptions on different categories and sources of income • Apply Income on Salaries and other components associated with salaries. • Evaluate income from house properties and exempted income from house properties .

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BCH401	CORPORATE ACCOUNTING - II	<ul style="list-style-type: none"> • Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital. • Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts • Able to recognize the essential features of goodwill, shares and Dividend • Describe about the Final accounts of banking companies, insurance companies and electricity companies.

			<ul style="list-style-type: none"> • Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.
2.	BCH402	COST ACCOUNTING – II	<ul style="list-style-type: none"> • Able to understand the concept of overhead costing, Procedure for accounting and control of overheads • Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing. • Able to recognize the essential features of Marginal costing and Break-Even Analysis
3.	BCH403	MICROECONOMIC THEORY AND APPLICATIONS – IV	<ul style="list-style-type: none"> • Able to understand Market for factor inputs. • Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty. • Able to recognize the essential features of General Equilibrium and Welfare Economics
4.	BCM401	STATISTICAL METHODS IN RESEARCH	<ul style="list-style-type: none"> • Able to understand the concept of Time series and index numbers. • Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics. • Evaluate the features of planning, process and types of plans
5.	BCL425	CORPORATE LAWS – II	<ul style="list-style-type: none"> • Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting. • Know about the Dividends and Rules regarding unpaid or unclaimed dividend.

			<ul style="list-style-type: none"> • Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans • Evaluate the role of official Liquidator and implementation of Corporate Governance.
6.	BCL426	INCOME TAX LAW AND PRACTICE – II	<ul style="list-style-type: none"> • Able to understand the concept of Profits & Gains of Business & Profession. • Know the basic functions of Income from Capital Gains • Able to recognize the essential sources and features of Income from other sources • Able to understand the concept of advance payment of Tax. • Evaluating the concept of Goods and Services Tax (GST)
7.	BCH407	AUDITING	<ul style="list-style-type: none"> • Able to understand the concept of auditing. • Know the basic functions of internal check and control. • Describe the role of auditors. • Evaluating the concept of audit report.

PROGRAM SPECIFIC OUTCOMES:

FINANCE

[PSO1] : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.

[PSO2] : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

HUMAN RESOURCE MANAGEMENT

[PSO1] : Analyse the business environment and assess its impact on Human Resource Management

[PSO2] : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

MARKETING

PSO1] : Analyse the business environment and assess its impact on Marketing Practices and Markets.

[PSO2] : Evaluate Sales options to maximize the return on investment for corporate and individuals.

FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
12.	BBM501	Operations Research	<ul style="list-style-type: none">• Understand basic concepts of Operations Research• Analyse Linear Programming• Apply Transportation Problem• Apply Assignment Problem• Examine Game Theory• Interpret Queuing & Simulation

13.	BCH501	Management Accounting	<ul style="list-style-type: none"> • Understand basic concepts of Management Accounting • Analyse and Interpret Financial Statements Apply Ratio Analysis • Examine Funds Flow Analysis
14.	BCH 502	Macro Economics	<ul style="list-style-type: none"> • Understand basic concepts of Macro Economics • Understand the concepts of National Income Accounting • Analyse Schools of Macro Economic Thought • Analyse Keynesian Model of Macro economics • Apply Quantity Theory of Money • Examine implications of Inflation
15.	BCH504	Financial Management	<ul style="list-style-type: none"> • Understand basic concepts of Financial Management • Analyse Time Value of Money • Analyse Cost of capital • Apply Capital Budgeting
16.	BCH505	FUNDAMENTALS OF INVESTMENTS - I	<ul style="list-style-type: none"> • Understand basic concepts of Investment • Analyse Financial Information • Analyse Risk and Return • Examine Different Types of Bonds • Administer Industry Analysis
17.	BCH506	Financial Markets, Institutions & Financial Services – I	<ul style="list-style-type: none"> • Understand basic concepts of Financial Markets, Institutions & Financial Services – I • Analyse Capital Market • Examine mutual funds • Examine the concept and process of factoring Evaluate Non- Banking Financial Companies • Evaluate Life and Non-life Insurance Organizations in India

18.	BCH 507	Insurance and Risk Management	<ul style="list-style-type: none"> • Understand basic concepts of Insurance • Analyse Risk Management • Apply Life Assurance • Examine functions of agent.
19.	BCH508	PRICIPLES OF MARKETING-I	<ul style="list-style-type: none"> • Understand basic concepts of Marketing • Analyse Market Segmentation • Apply Product Launching • Examine Price System • Examine Distribution Channel
20.	BCH509	INTERNATIONAL BUSINESS - I	<ul style="list-style-type: none"> • Understand International Business • Analyse International Economic Environment Apply Licensing • Examine World Trade Organization
21.	BCH511	Service Marketing	<ul style="list-style-type: none"> • Understand basic concepts of Service Marketing • Analyse Consumer Behaviour • Apply Service Quality • Examine Service Design
22.	BCH512	Human Resource Management	<ul style="list-style-type: none"> • Understand basic concepts of Human Resource Management • Analyse Human Resource Planning • Apply Promotion and Transfer Policy
23.	BCH513	Compensation Management	<ul style="list-style-type: none"> • Understand basic concepts of Compensation Management • Analyse process of Job Analysis • Apply Wage Policy • Examine Pay Structure

SIXTH SEMESTER

S. No.	Course Code	Course Title	Outcome
10.	BCH 601	MANAGEMENT ACCOUNTING – II	<ul style="list-style-type: none">• Understand various costing systems and management systems• Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques• Evaluate the costs and benefits of different conventional and contemporary costing systems• Analyze cost-volume-profit techniques to determine optimal managerial decisions.• Apply cost accounting methods for both manufacturing and service industry.
11.	BCH 602	INDIAN ECONOMY – PERFORMANCE AND POLICIES	<ul style="list-style-type: none">• Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.• Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.• Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

			<ul style="list-style-type: none"> • Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole. • Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.
12.	BCH 604	FINANCIAL MANAGEMENT – II	<ul style="list-style-type: none"> • Demonstrating an understanding of the overall role and importance of the finance function. • Validating knowledge of a basic financial vocabulary • Demonstrating basic finance management knowledge. • Understanding of the goals of the finance manager • Identifying the basic financial environment, institutions and services
13.	BCH605	FUNDAMENTALS OF INVESTMENTS – II	<ul style="list-style-type: none"> • Understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management • Analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment. • Learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel • Evaluating investment advice from brokers to develop optimal portfolio and

			<p>selecting best portfolio based on different evaluation models</p> <ul style="list-style-type: none"> • Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences
14.	BCH 606	FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II	<ul style="list-style-type: none"> • Understand the role and function of the financial system in reference to the macro economy. • Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. • Evaluate and create strategies to promote financial products and services. • Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market. • Research and analyze specific problems or issues related to financial markets and institutions.
15.	BCH607	INSURANCE AND RISK MANAGEMENT - II	<ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Understand the working and functioning of the Insurance Sector. • Study the inter-relationship between Insurance & Risk Management. • Analyze the Role of Insurance Business Intermediaries. • Obtain an overview of Regulatory Framework of Insurance Sector
16.	BCH608	PRINCIPLES OF MARKETING - II	<ul style="list-style-type: none"> • To understand the role of marketing within society and within an economic system. • To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. • To consider the various decision areas within marketing and the tools and methods used by marketing managers

			<p>for making decisions.</p> <ul style="list-style-type: none"> • To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. • To appreciate how a marketing perspective is important in your own personal and professional development.
17.	BCH 609	INTERNATIONAL BUSINESS -II	<ul style="list-style-type: none"> • Possess knowledge of current theory and techniques of the major business discipline. • exhibit the leadership capacity and teamwork skills for business decision making. • Understand the ethical implication of business decision making and recognize ethical dilemmas. • Demonstrate the ability to communicate effectively. • Demonstrate critical thinking skills and have an understanding of global perspectives.
18.	BCH 610	ADVERTISING AND PERSONAL SELLING - II	<ul style="list-style-type: none"> • Understand the place and contribution of marketing to the business enterprise • Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions • Understand the role of marketing as a fundamental organizational policy process. • Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces • Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits
19.	BCH 611	SERVICE MARKETING-II	<ul style="list-style-type: none"> • Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

			<ul style="list-style-type: none"> □ Evaluate the Service quality model and learn to increase service quality & Productivity □ Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector. □ Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing □ Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. □ Identify factors behind to choose store location, its layout and diagnosis different visual displays using in retail format.
20.	BCH 612	HUMAN RESOURCE MANAGEMENT - II	<ul style="list-style-type: none"> • Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems • Examine actual business cases and apply problem solving and critical thinking skills through group case studies • Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data. • Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.
21.	BCH 613	COMPENSATION MANAGEMENT - II	<ul style="list-style-type: none"> • Understand the different components of compensation. • Comprehend and evaluate the role of pay commissions in compensation planning

			<ul style="list-style-type: none"> • Evaluate and implement the knowledge to solve compensation-related problems in organizations. • Rationally design the compensation structure for the organization. • Comprehend the legal aspects associated with compensation.
22.	BCL 624	INDUSTRIAL RELATIONS AND LABOUR LAWS - II	<ul style="list-style-type: none"> <input type="checkbox"/> Elaborate on the concepts of Industrial Relation. <input type="checkbox"/> Illustrate the role and applicability of the various Acts. <input type="checkbox"/> Outline the important causes and impact of industrial disputes. <input type="checkbox"/> Summarize important provisions of various Acts.
23.	BCH 615	HUMAN RESOURCE ACCOUNTING - II	<ul style="list-style-type: none"> • To introduce the concept of Human resource accounting, its objectives, approaches to accounting process • To make the students understand the importance of investment in human resources and the need for accounting of human capital • To provide information on responsibility accounting and management control • To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements To learn about organisational climate
24.	BCH 616	CORPORATE TAX PLANNING - II	<ul style="list-style-type: none"> • To provide knowledge about goods service tax • To create employability to the students in the commercial tax practices • To understand the procedure for registration, payment and refund of GST • To know tax related with movement of goods • To understand the appeals, offences and penalties with respect to GST
25.	BCH 617	COMPUTERIZED ACCOUNTING	<ul style="list-style-type: none"> • After successfully qualifying practical examination, students will be awarded

		SYSTEM - II	<p>certificate to work with well-known accounting software i.e. Tally ERP.9 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.</p> <ul style="list-style-type: none"> • Students will possess required skill and can also be employed as Tally data entry operator. • To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts. • To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
26.	BCH 618	BUSINESS DATA PROCESSING - II	<ul style="list-style-type: none"> • Understand the basic principles of database management systems. • Draw Entity-Relationship diagrams to represent simple database application scenarios • Write SQL queries for a given context in relational database. • Discuss normalization techniques with simple examples. • Describe transaction processing and concurrency control concepts.
27.	BCH 619	COMPARATIVE ACCOUNTING SYSTEMS - II	<ul style="list-style-type: none"> • Explain, and make comparisons between, the financial reporting regimes of a range of countries. • Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation. • Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation,

			<p>intangibles, provisions and reserves, in a range of countries.</p> <ul style="list-style-type: none">• Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Programme Educational Objectives (PEOs)- BA (Hons) Economics

PEO 1: To demonstrate a comprehensive understanding of the chosen field of study within the arts, including key concepts, theories, and methodologies.

PEO 2: Students will be able to think critically, analyze information, and evaluate ideas within the context of their chosen discipline. This involves the ability to synthesize information and draw well-reasoned conclusions.

PEO 3: To understand ethical principles and social responsibility within the context of their discipline. This includes an awareness of the impact of their work on society and a commitment to ethical behavior.

PEO 4: To demonstrate creativity and innovation within their field, whether it be in the arts, humanities, or social sciences. This involves the ability to generate original ideas and contribute to the advancement of knowledge in their discipline.

PEO 5: Students will be prepared to engage with their communities, whether local, national, or global. This involves applying their skills and knowledge to contribute positively to society.

BACHELOR OF ARTS (H)

PROGRAMME OUTCOMES:

[PO.1]. The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

[PO.2]. The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability, and respect for peers in personal and professional engagements.

PROGRAM SPECIFIC OUTCOMES:

PSO1: To enable the disciplinary knowledge among students for demonstrating comprehensive knowledge and understanding of the business and economic disciplines that are an integral part of this course.

PSO 2: To develop strong competencies in undergraduate level students in broad fields of Economics and its applications in an interactive environment

PSO 3: To appraise the communication skill to develop the ability to express thoughts and ideas effectively in writing and orally; confidently share their views; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner using appropriate software.

PSO4: To develop strong student skills in simulation, data analysis, and interpretation.

PSO5: To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

PSO6: To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

PSO7: To develop a sense of inquiry and capability for asking relevant/appropriate questions, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and effect relationships; ability to plan, execute and report the results of an experiment or investigation

PSO8: To structuring leadership qualities for enabling the practical capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PSO9: To enable students to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PSO 10: To develop the ability of team work to cooperate effectively and respectfully with teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team. Thereby, they would develop the skills to work in similar corporate team's projects.

COURSE OUTCOMES:

FIRST SEMESTER

S. No.	Course Code	Course Title	Outcome
11.	BAE101	PRINCIPLES OF ECONOMICS	<ul style="list-style-type: none"> • Know about the rational for understanding economics and effective allocation of scare recourses. • Come to know the concept of demand and supply and their applications in the market place. • Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market. • Know about various Theories of international trade and the barriers to international trade. • Know the concept of Balance of payment, Flexible exchange rate system and its impact in economy.
12.	BAE102	MICROECONOMICS-I	<ul style="list-style-type: none"> • Explain the consumer behavior and his consumption decisions. Interpret the impact of changes in income of consumer and changes in prices of

			<p>goods on the demand for goods by the consumer. Describe the preference pattern of consumers with the help of Indifference curves. Explain the concept of inferior goods and Giffen goods and their impact in violation of law of demand.</p> <ul style="list-style-type: none">• Understand the concept of short run and long run production function and apply its knowledge in creating production functions in business organisations and learn the concept of isoquants. Interpret and apply these concepts in making economic business decisions. Understand the concept of Marginal product and total product, Law of diminishing marginal returns and marginal rate of technical substitution and Cobb Douglas Production function.• Develop an understanding of various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome.• Analyse and interpret the problems of market failure arising out of negative externalities and misuse of public goods. Find solutions to the problems arising in markets with asymmetric information and apply them in uncertain market conditions.
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13.	BAE104	Economic History of India	<ul style="list-style-type: none"> • Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies, the reason of rapidly expanding British colonial and their purpose behind the expanding industries in India. • Identify the Trends in macroeconomic aggregates such as population, labour force and occupational structure; National Income. Foreign trade and Balance of Payments; Saving and Investment, Money supply and prices. • Discuss the importance of railways in Indian economics, their role in strengthening the development of the industry and agriculture and the changes occurred after the development of railways in India. • Explain land, labour, agriculture, technology, commercialization, famines & environment and relationship among all these. • Discuss deindustrialization and its hypothesis, Industrial labour and growth of entrepreneurship, rise in the industrial sector during the pre-war and the interwar period and the effect of industrial sector on the Indian economy.
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			<ul style="list-style-type: none"> Describe the Indian Economy at Independence and subsequent changes occur during the independence period in Indian Economy.
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SECOND SEMESTER

S. No.	Course Code	Course Title	Outcome
10.	BAE201	Microeconomics II	<ul style="list-style-type: none"> Interpret decision theory under uncertainty. Understand risk aversion and risk preference. Understand the concept of adverse selection of moral hazard. Understand the concept of non-cooperative game theory. Understand Nash equilibrium and sub game perfect equilibrium. Understand the concept of pure and mixed strategies. Understand the concept of Collusive oligopoly and learn the application of Prisoner's dilemma of Nash equilibrium. Learn about the models of Oligopoly such as Cournot and Stakelberg. Understand the concept of Factor pricing. Understand the difference between firm demand and industry demand. Understand and implement the concepts of derived demand for a single input and multiple inputs in a perfectly

			<p>competitive market and imperfect competition markets.</p> <ul style="list-style-type: none"> • Discuss and apply the concepts of Welfare economics. Apply the concepts of Pareto optimality in pure exchange.
11.	BAE202	Indian Economic Development since 1947	<ul style="list-style-type: none"> • Interpret the major features of Indian economy since independence. • Discuss the how Indian Economy grow and develop, understand the Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development. It will subsequently help the students to understand the Growth and structural change, Growth and distribution, Human development and environment, Regional contrasts. At the same time analysing the Indian development experience in international perspective, its factors, strategy and policy. • Analysing the major Issues in Indian economic policy such as Growth, unemployment and poverty, Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues, Agriculture, industry, services and trade. • Evaluate the India's development prospects which are looking forward.

12.	BAE203	STATISTIC AL METHODS IN ECONOMIC S-I	<ul style="list-style-type: none"> • Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values. • Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them. • Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques. • Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.
13.	BAE204	Agricultural Economy of India	<ul style="list-style-type: none"> • Understand the importance of Agriculture in Indian economy. They will be able to establish the relationship between agricultural and non-agricultural sectors of Economy. Know

			<p>the role of agriculture in Economic development.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understand the history of Agricultural Development in India. Understand and explain the concept of Green Revolution. Discuss the Agricultural Price Policy in India. <input type="checkbox"/> Analyse the various causes of rural indebtedness and identify the sources of agricultural finance. Identify the defects in agricultural produce. Explain the concept of Sustainable Agricultural growth and identify its constraints. Explain current issues in Indian Agriculture.
14.	BAE505	STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> <input type="checkbox"/> Understand the concept, evaluation and types of strategy. <input type="checkbox"/> Understand Mission, Vision statement and environmental analysis. <input type="checkbox"/> Develop an in-depth understanding about strategic choice. <input type="checkbox"/> Learn about offensive and defensive strategies in different industry scenario. <input type="checkbox"/> Develop an understanding about strategic implementation in organization.

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
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3.	BAE301	MACRO ECONOMICS- I	<ul style="list-style-type: none"> • Explain the roots of macro economics components and its methodology along with role of government in the country. • Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP. • Understanding the classical model of full employment to determine labor, capital product market equilibrium at the extended model of full employment in the economy. • Analyze the simple Keynesian Model and the role of government participation in the economy to measure aggregate equilibrium level and income and suggested fiscal measure and the effect of multiplier on the economy. • Evaluate in-depth causes of inflation and its cost , The Fisher effect and apply remedies to overcome these problems in economic policy.
4.	BAE302	PUBLIC FINANCE	<ul style="list-style-type: none"> • Understand the role of government in managing the economy under different economic systems and learn about the social welfare function. Explain the theory of public goods, understand the market failure and Externalities. Discuss problems in allocation of resources, learning theoretical developments in demand revelation for social goods and public choice. • Understand the theories of Public Expenditure, analyze the structure and growth of public expenditure, learn the criteria for public investment and income redistribution, analyze the expenditure programmes for the poor, discuss social insurance: unemployment insurance, health care, and education, analyze social cost-benefit, benefit estimation and evaluation.

			<ul style="list-style-type: none"> • Understand the theory of taxation, analyze benefit and ability-to-pay approaches, discuss Indian direct and indirect taxes, learn tax reforms since 1975, analyze Chelliah Committee Report, evaluate tax reforms -taxation incidence and alternative concepts of incidence. • Understand Budget, learn concept of PPB, discuss Zero-based budgeting and Deficit Budgeting, understand types of Deficits and learn about Public Debt: Trends and composition of Indian Public Debt, discuss Debt management. • Discuss Fiscal Policy and understand role of Fiscal Policy in India, learn the Principles of Fiscal federalism in India, discuss vertical and horizontal imbalance, analyze Finance Commission and Planning Commission and understand issues in revenue devolutions and Grants -in- Aid - Local Finance.
3.	BAE303	INDUSTRIAL ECONOMICS	<ul style="list-style-type: none"> • Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes. • Analyze the different forms of business organization , performances since existence and their impact on economy growth and development • Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector • Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects. • Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability.

			<ul style="list-style-type: none"> • Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.
4.	BAE304	LEGAL ASPECTS OF BUSINESS	<ul style="list-style-type: none"> • Understand the various legal aspects in management; discuss contract formulation & its management • Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization • Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures • Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement • Analyze the environmental law and corporate environmental liability; discuss intellectual property law & management.

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BAE401	International Economics	<ul style="list-style-type: none"> • Interpret the major subject matter of international economics such as Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Discuss the terms of trade, immiserising growth, and the transfer problem. At the same time analysis the New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy

			<p>and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.</p> <ul style="list-style-type: none"> • Evaluate the national income and balance of payments accounting. Understand the foreign exchange market and exchange rate determination. Factors of Open economy macro-economics and discuss the determination of output, interest rates and exchange rates in the long and short runs. Also go through the major macro-economic policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.
2.	BAE402	Business Information & Data Base System	<ul style="list-style-type: none"> <input type="checkbox"/> Describe the ideas of Business information and Data base system. <input type="checkbox"/> Apply various strategies using information systems. <input type="checkbox"/> Apply the Information systems in Business Functions. <input type="checkbox"/> Describe the Data warehouse and Data mining concepts. <input type="checkbox"/> Develop skills on internet and communication network.
3.	BAE403	PRINCIPLES OF MANAGEMENT	<ul style="list-style-type: none"> • Knowledge of principles of management and Concept of management administration organisation.

			<ul style="list-style-type: none"> • Understand the evaluation of various management thoughts. • Understand various functions of management. • Understand the complexities associated with management and recent trends.
4.	BAE404	COMPARATIVE ECONOMIC DEVELOPMENT(1850-1950)	<ul style="list-style-type: none"> • Discuss Perspectives on Comparative Economic Development. Explain the features of and trends in Modern Economic Growth. Understand Kuznets' findings and understand and interpret Gerschenkron's hypothesis of Economic Development in Historical Perspective. • Understand the overview of economic development of the countries selected for case studies - - Britain, Germany, U.S.A., Japan and USSR. • Understand and interpret the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. • Develop an understanding of the Labour markets and labour processes in Britain and Japan. They will learn about the financial institutions and economic

			<p>development in Germany, U.S.A and Japan.</p> <ul style="list-style-type: none"> • Understand and apply the concepts on Foreign trade and economic development -- Britain, Japan and USA. Understand the role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.
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FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BAE501	MACRO ECONOMICS - II	<ul style="list-style-type: none"> • Analysis the classical analysis of the real sector, determination of employment, income and interest rate Golden rule of accumulation, impact of changes in saving propensity, population growth and technological Progress. • Interpret the Recent developments in macroeconomics, it focuses the light on Rational Expectations, real business cycle Lucas critique; policy ineffectiveness; time inconsistency; Dornbusch's overshooting model • Discuss on the New Keynesian Models and its implications on the Real and nominal price rigidity: menu costs; co-ordination failures; imperfect competition and Real and nominal wage rigidity: insider-outsider models; efficiency wages; implicit contracts. • Analysis the Non Walrasian Economics and Dual decision hypothesis; Keynesian and Classical unemployment. • Discuss on the Structuralist Macroeconomics and its models such as

			<p>Closed and open economy structuralist models.</p> <ul style="list-style-type: none"> • Exploring the Macroeconomics and various variables of macro economy such as Balance of Payments--The current and capital account; Determining equilibrium output in an open economy; Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, effects of exchange rates on the economy.
2.	BAE503	MONEY AND FINANCIAL MARKETS	<ul style="list-style-type: none"> ○ BAE 503.1: Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market ○ BAE 503.2: Understand Monetary aggregates and central banking functions. ○ BAE 503.3: Analyse theories of interest rates in closed and open economy ○ BAE 503.4: Will understand about various forms of market and instruments. ○ BAE 503.5 : Get insights about monetary policy and its instruments. ○ BAE 503.6 Understand international financial market and financial reforms.
3.	BAE 504	BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> • BAE 504.1: Find out the Historical and Social Roots of Indian Business Environment At the same time Evaluate the

			<p>market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy.</p> <ul style="list-style-type: none"> □ BAE 504.2: Interpret the evolution of Politico-Economic Ideology in the Post-Independence period also understand the Determinants of economic growth: Role of Institutions and geography-India's development strategy and economic performance-Corporate social responsibility □ BAE 504.3: Analysing the Economic and social transformation in the planning period and implications for business Industrial climate - perspective - Industrial Policy □ BAE 504.4: Understand the International Business Environment and its theories of Comparative Advantage - Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis. □ BAE 504.5: Interpret the Change in the Indian Business Environment: Economic Reform in India <ul style="list-style-type: none"> □ Forces of globalization: effects on India □ BAE 504.6: Discuss on the Implication of Globalization for Indian Business Agreement establishing the WTO --- India's patent policy and TRIPs
4.	BAE 505	STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> o BAE 505.1: Understand the concept, evaluation and types of strategy.

			<ul style="list-style-type: none"> o BAE 505.2: Understand Mission, Vision statement and environmental analysis. o BAE 505.3: Develop an in-depth understanding about strategic choice. o BAE 505.4: Learn about offensive and defensive strategies in different industry scenario. o BAE 505.5 Develop an understanding about strategic implementation in organization.
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SIXTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BAE 601	ECONOMIC SYSTEM AND SOCIETY	<ul style="list-style-type: none"> • BAE 601.1 Analysing the Socio-Economic Change in Historical Perspective • BAE 601.2 Interpret the Capitalism as an economic system and its Origins, nature and structure of capitalism, Accumulation and crisis, Alternative perspectives on capitalism. • BAE 601.3 Discuss the transition of feudalism to capitalism • BAE 601.4 Illustrate the evolving structure of capitalism, discuss on Monopoly capitalism, The modern corporation: divorce between ownership and control; The institutional diversity of capitalism;

			<p>Alternative perspectives on the role of state.</p> <ul style="list-style-type: none"> • Exploring the Capitalism in Global Context, Multinational corporations and their impact on the developing economics, imperialism.
2.	BAE602	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> • Understand the concept of economic growth, development, and sustainable development. • Develop understanding about various theories of growth. • learn about the doctrine of growth and short term and long-term growth models. • Learn about Multinational cooperation and India's. Balance of Payment. • Develop an understanding about New economic policy and structural change.
3.	BAE603	BASIC THEORY AND APPLICATIONS	<ul style="list-style-type: none"> • Explain core concepts and techniques in econometrics, with a special focus on the classical linear regression model. • Understand the assumptions upon which different econometric methods are based and their implications • Use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results

			<ul style="list-style-type: none"> • Interpret and critically evaluate applied work and econometric findings. • Apply and interpret specification analysis. • Interpret and apply Cobb Douglas Production Function. Estimate Consumption function.
4.	BAE604	BUSINESS ETHICS AND CORPORATE GOVERNANCE	<ul style="list-style-type: none"> • Understand the importance of ethics and corporate governance in the day-to-day working of organizations. • Learn the issues involved in maintaining ethics and how to deal with such situations. • Learn scope of business ethics in Compliance, finance, Human resources, marketing, production. • Develop an understanding of Corporate objectives and goals and learn about Issues in Managing public limited firms. They will learn about agency problems. • Understand the concept of Corporate Governance and learn about whistle blowers. • BAE604.6: Develop an understanding about External Corporate Governance Mechanism.