Bachelor of Arts (Honours) - Economics

Programme Code: BAE

Duration – 3 Years Full Time

Programme Structure and Curriculum & Scheme of Examination

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial (T)	Practical	Total	Page
Code		(L) Hours	Hours Per	(P) Hours	Credits	No.
		Per Week	Week	Per Week		
BAE 101	Principles of Economics	4	-	-	4	
BAE 102	Micro Economics - I	3	1	-	4	
BAE 103	Mathematical Methods for	3	1	-	4	
	Economics					
BAE 104	Economic History of India	4	-	-	4	
	(1857-1947)					
BAE 105	Environmental Studies	4	-	-	4	
Value Adde	d Courses (optional category)					
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BAE 144	French					
BAE 145	German					
BAE 146	Spanish					
BAE 147	Japanese					
BAE 148	Chinese					
	TOTAL				23	

SECOND SEMESTER

DLCOND						
BAE 201	Micro Economics - II	3	1	-	4	
BAE 202	Indian Economic Development	4	-	-	4	
	since 1947					
BAE 203	Statistical Methods in	3	1	-	4	
	Economics - I					
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Adde	d Courses (optional category)					
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BAE 244	French					
BAE 245	German					
BAE 246	Spanish					
BAE 247	Japanese					
BAE 248	Chinese					
	TOTAL				26	

TERM PAPER DURING SUMMER (03 CREDITS) THIRD SEMESTER

I HIRD SEWIESTER							
BAE 301	Macro Economics - I	4	-	-	4		
BAE 302	Public Finance	3	1	-	4		
BAE 303	Industrial Economics	3	1	-	4		
BAE 304	Legal Aspects of Business	3	1	-	4		
BAE 305	Statistical Methods in	3	1	-	4		
	Economics - II						
BAE 330	Term Paper (Evaluation)	-	-	-	3		
Value Adde	d Courses (optional category)						
BAE 341	Communication Skills - I	1	-	_	1		
BAE 343	Behavioural Science - III	1	-	-	1		

	Foreign Language - III	2	-	-	2	
BAE 344	French					
BAE 345	German					
BAE 346	Spanish					
BAE 347	Japanese					
BAE 348	Chinese					
	TOTAL				27	

BAE 401	International Economics	3	1	_	4	
BAE 402	Business Information & Data	3	1	-	4	
	Base System					
BAE 403	Principles of Management	4	-	-	4	
BAE 404	Comparative Economic	3	1	-	4	
	Development (1850 - 1950)					
BAE 405	Research Methodology	3	1	-	4	
Value Adde	d Courses (optional category)					
BAE 441	Communication Skills - II	1	-	-	1	
BAE 443	Behavioural Science - IV	1	-	-	1	
	Foreign Language - IV	2	-	-	2	
BAE 444	French					
BAE 445	German					
BAE 446	Spanish					
BAE 447	Japanese					
BAE 448	Chinese					
	TOTAL				24	

SUMMER TRAINING

FIFTH SEMESTER

Macro Economics - II	4	-	-	4	
Operations Research	4	-	-	4	
Money & Financial Markets	4	-	-	4	
Business Environment	4	-	-	4	
Strategic Management	3	1	-	4	
Summer Training (Evaluation)	-	-	-	9	
d Courses (optional category)					
Communication Skills - III	1	-	-	1	
Behavioural Science – V	1	-	-	1	
Foreign Language - V	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				33	
	Operations Research Money & Financial Markets Business Environment Strategic Management Summer Training (Evaluation) d Courses (optional category) Communication Skills - III Behavioural Science – V Foreign Language - V French German Spanish Japanese Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management3Summer Training (Evaluation)-d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese4	Operations Research4-Money & Financial Markets4-Business Environment4-Strategic Management31Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1-Behavioural Science - V1-Foreign Language - V2-FrenchGerman-SpanishJapanese-Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management31-Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Operations Research44Money & Financial Markets44Business Environment44Strategic Management31-4Summer Training (Evaluation)9d Courses (optional category)9d Courses (optional category)1Communication Skills - III11Behavioural Science - V11Foreign Language - V22French2German2SpanishJapaneseChinese

SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4		
BAE 602	Economic Growth &	3	1	-	4		
	Development						
BAE 603	Econometrics—Basic Theory &	3	1	-	4		
	Application						
BAE 604	Business Ethics & Corporate	3	1	-	4		
	Governance						
BAE 655	Dissertation	-	-	-	9		
Value Adde	Value Added Courses (optional category)						

BAE 641	Communication Skills - IV	1	-	-	1	
BAE 643	Behavioural Science – VI	1	-	-	1	
	Foreign Language - VI	2	-	-	2	
BAE 644	French					
BAE 645	German					
BAE 646	Spanish					
BAE 647	Japanese					
BAE 648	Chinese					
	TOTAL				29	

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Home Assignment	Н	05 - 10
Project	Р	05 - 10
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Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial (T)	Practical	Total	Page
Code		(L) Hours	Hours Per	(P) Hours	Credits	No.
		Per Week	Week	Per Week		
BAE 101	Principles of Economics	4	-	-	4	
BAE 102	Micro Economics - I	3	1	-	4	
BAE 103	Mathematical Methods for	3	1	-	4	
	Economics					
BAE 104	Economic History of India	4	-	-	4	
	(1857-1947)					
BAE 105	Environmental Studies	4	-	-	4	
Value Adde	d Courses (optional category)					
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BAE 144	French					
BAE 145	German					
BAE 146	Spanish					
BAE 147	Japanese					
BAE 148	Chinese					
	TOTAL				23	

SECOND SEMESTER

DLCOND						
BAE 201	Micro Economics - II	3	1	-	4	
BAE 202	Indian Economic Development	4	-	-	4	
	since 1947					
BAE 203	Statistical Methods in	3	1	-	4	
	Economics - I					
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Adde	d Courses (optional category)					
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BAE 244	French					
BAE 245	German					
BAE 246	Spanish					
BAE 247	Japanese					
BAE 248	Chinese					
	TOTAL				26	

TERM PAPER DURING SUMMER (03 CREDITS) THIRD SEMESTER

I HIND SEMIESIER							
BAE 301	Macro Economics - I	4	-	-	4		
BAE 302	Public Finance	3	1	-	4		
BAE 303	Industrial Economics	3	1	-	4		
BAE 304	Legal Aspects of Business	3	1	-	4		
BAE 305	Statistical Methods in	3	1	-	4		
	Economics - II						
BAE 330	Term Paper (Evaluation)	-	-	-	3		
Value Adde	Value Added Courses (optional category)						
BAE 341	Communication Skills - I	1	-	-	1		
BAE 343	Behavioural Science - III	1	-	-	1		

	Foreign Language - III	2	-	-	2	
BAE 344	French					
BAE 345	German					
BAE 346	Spanish					
BAE 347	Japanese					
BAE 348	Chinese					
	TOTAL				27	

International Economics	3	1	-	4	
Business Information & Data	3	1	-	4	
Base System					
Principles of Management	4	-	-	4	
Comparative Economic	3	1	-	4	
Development (1850 – 1950)					
Research Methodology	3	1	-	4	
d Courses (optional category)					
Communication Skills - II	1	-	-	1	
Behavioural Science - IV	1	-	-	1	
Foreign Language - IV	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				24	
	International Economics Business Information & Data Base System Principles of Management Comparative Economic Development (1850 –1950) Research Methodology d Courses (optional category) Communication Skills - II Behavioural Science - IV Foreign Language - IV French German Spanish Japanese Chinese	International Economics3Business Information & Data3Base System3Principles of Management4Comparative Economic3Development (1850 –1950)3Research Methodology3d Courses (optional category)3Communication Skills - II1Behavioural Science - IV1Foreign Language - IV2FrenchGermanSpanishJapaneseChinese4	International Economics31Business Information & Data31Base System31Principles of Management4-Comparative Economic31Development (1850 –1950)31Research Methodology31d Courses (optional category)31Communication Skills - II1-Behavioural Science - IV1-Foreign Language - IV2-FrenchGerman-SpanishJapanese-Chinese	International Economics31-Business Information & Data31-Base System31-Principles of Management4Comparative Economic31-Development (1850 –1950)31-Research Methodology31-d Courses (optional category)Communication Skills - II1-Behavioural Science - IV1-Foreign Language - IV2-French-German-Spanish-Japanese-Chinese-	International Economics31-4Business Information & Data31-4Base System31-4Principles of Management44Comparative Economic31-4Development (1850 –1950)31-4Research Methodology31-4d Courses (optional category)31-1Behavioural Science - IV11Foreign Language - IV22French6erman-2Spanish1Japanese1

SUMMER TRAINING

FIFTH SEMESTER

Macro Economics - II	4	-	-	4	
Operations Research	4	-	-	4	
Money & Financial Markets	4	-	-	4	
Business Environment	4	-	-	4	
Strategic Management	3	1	-	4	
Summer Training (Evaluation)	-	-	-	9	
d Courses (optional category)					
Communication Skills - III	1	-	-	1	
Behavioural Science – V	1	-	-	1	
Foreign Language - V	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				33	
	Operations Research Money & Financial Markets Business Environment Strategic Management Summer Training (Evaluation) d Courses (optional category) Communication Skills - III Behavioural Science – V Foreign Language - V French German Spanish Japanese Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management3Summer Training (Evaluation)-d Courses (optional category)Communication Skills - III1Behavioural Science – V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese4	Operations Research4-Money & Financial Markets4-Business Environment4-Strategic Management31Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1-Behavioural Science - V1-Foreign Language - V2-FrenchGermanSpanishJapaneseChinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management31-Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Operations Research44Money & Financial Markets44Business Environment44Strategic Management31-4Summer Training (Evaluation)9d Courses (optional category)9Communication Skills - III11Behavioural Science - V11Foreign Language - V22French-22German1-Spanish2Chinese2

SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4	
BAE 602	Economic Growth &	3	1	-	4	
	Development					
BAE 603	Econometrics—Basic Theory &	3	1	-	4	
	Application					
BAE 604	Business Ethics & Corporate	3	1	-	4	
	Governance					
BAE 655	Dissertation	-	-	-	9	
Value Adde	Value Added Courses (optional category)					

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BAE 641	Communication Skills - IV	1	-	-	1	
BAE 643	Behavioural Science – VI	1	-	-	1	
	Foreign Language - VI	2	-	-	2	
BAE 644	French					
BAE 645	German					
BAE 646	Spanish					
BAE 647	Japanese					
BAE 648	Chinese					
	TOTAL				29	

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BAE 103	Mathematical Methods for	3	1	-	4	
	Economics					
BAE 104	Economic History of India	4	-	-	4	
	(1857-1947)					
BAE 105	Environmental Studies	4	-	-	4	
Value Adde	d Courses (optional category)					
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BAE 144	French					
BAE 145	German					
BAE 146	Spanish					
BAE 147	Japanese					
BAE 148	Chinese					
	TOTAL				23	

SECOND SEMESTER

DLCOND						
BAE 201	Micro Economics - II	3	1	-	4	
BAE 202	Indian Economic Development	4	-	-	4	
	since 1947					
BAE 203	Statistical Methods in	3	1	-	4	
	Economics - I					
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Adde	d Courses (optional category)					
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BAE 244	French					
BAE 245	German					
BAE 246	Spanish					
BAE 247	Japanese					
BAE 248	Chinese					
	TOTAL				26	

TERM PAPER DURING SUMMER (03 CREDITS)

THIRD SEMESTER

BAE 301	Macro Economics - I	4	-	-	4	
BAE 302	Public Finance	3	1	-	4	
BAE 303	Industrial Economics	3	1	-	4	
BAE 304	Legal Aspects of Business	3	1	-	4	
BAE 305	Statistical Methods in	3	1	-	4	
	Economics - II					
BAE 330	Term Paper (Evaluation)	-	-	-	3	
Value Adde	d Courses (optional category)					
BAE 341	Communication Skills - I	1	-	-	1	
BAE 343	Behavioural Science - III	1	-	-	1	

	Foreign Language - III	2	-	-	2	
BAE 344	French					
BAE 345	German					
BAE 346	Spanish					
BAE 347	Japanese					
BAE 348	Chinese					
	TOTAL				27	

International Economics	3	1	-	4	
Business Information & Data	3	1	-	4	
Base System					
Principles of Management	4	-	-	4	
Comparative Economic	3	1	-	4	
Development (1850 – 1950)					
Research Methodology	3	1	-	4	
d Courses (optional category)					
Communication Skills - II	1	-	-	1	
Behavioural Science - IV	1	-	-	1	
Foreign Language - IV	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				24	
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SUMMER TRAINING

FIFTH SEMESTER

Macro Economics - II	4	-	-	4	
Operations Research	4	-	-	4	
Money & Financial Markets	4	-	-	4	
Business Environment	4	-	-	4	
Strategic Management	3	1	-	4	
Summer Training (Evaluation)	-	-	-	9	
d Courses (optional category)					
Communication Skills - III	1	-	-	1	
Behavioural Science – V	1	-	-	1	
Foreign Language - V	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				33	
	Operations Research Money & Financial Markets Business Environment Strategic Management Summer Training (Evaluation) d Courses (optional category) Communication Skills - III Behavioural Science – V Foreign Language - V French German Spanish Japanese Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management3Summer Training (Evaluation)-d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese4	Operations Research4-Money & Financial Markets4-Business Environment4-Strategic Management31Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1-Behavioural Science - V1-Foreign Language - V2-FrenchGerman-SpanishJapanese-Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management31-Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Operations Research44Money & Financial Markets44Business Environment44Strategic Management31-4Summer Training (Evaluation)9d Courses (optional category)9Communication Skills - III11Behavioural Science - V11Foreign Language - V22FrenchGerman-2SpanishJapanese2

SIXTH SEMESTER

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BAE 604	Business Ethics & Corporate Governance	3	1	-	4	
BAE 655	Dissertation	-	-	-	9	
Value Adde	Value Added Courses (optional category)					

BAE 641	Communication Skills - IV	1	-	-	1	
BAE 643	Behavioural Science – VI	1	-	-	1	
	Foreign Language - VI	2	-	-	2	
BAE 644	French					
BAE 645	German					
BAE 646	Spanish					
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	Foreign Language - I	2	-	-	2	
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DLCOND						
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BAE 203	Statistical Methods in	3	1	-	4	
	Economics - I					
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Adde	d Courses (optional category)					
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BAE 244	French					
BAE 245	German					
BAE 246	Spanish					
BAE 247	Japanese					
BAE 248	Chinese					
	TOTAL				26	

TERM PAPER DURING SUMMER (03 CREDITS) THIRD SEMESTER

I HIKD S	I HIKD SEWIES I ER							
BAE 301	Macro Economics - I	4	-	-	4			
BAE 302	Public Finance	3	1	-	4			
BAE 303	Industrial Economics	3	1	-	4			
BAE 304	Legal Aspects of Business	3	1	-	4			
BAE 305	Statistical Methods in	3	1	-	4			
	Economics - II							
BAE 330	Term Paper (Evaluation)	-	-	-	3			
Value Adde	d Courses (optional category)							
BAE 341	Communication Skills - I	1	-	-	1			
BAE 343	Behavioural Science - III	1	-	-	1			

	Foreign Language - III	2	-	-	2	
BAE 344	French					
BAE 345	German					
BAE 346	Spanish					
BAE 347	Japanese					
BAE 348	Chinese					
	TOTAL				27	

BAE 401	International Economics	3	1	-	4	
BAE 402	Business Information & Data	3	1	-	4	
	Base System					
BAE 403	Principles of Management	4	-	-	4	
BAE 404	Comparative Economic	3	1	-	4	
	Development (1850 – 1950)					
BAE 405	Research Methodology	3	1	-	4	
Value Adde	d Courses (optional category)					
BAE 441	Communication Skills - II	1	-	-	1	
BAE 443	Behavioural Science - IV	1	-	-	1	
	Foreign Language - IV	2	-	-	2	
BAE 444	French					
BAE 445	German					
BAE 446	Spanish					
BAE 447	Japanese					
BAE 448	Chinese					
	TOTAL				24	

SUMMER TRAINING

FIFTH SEMESTER

BAE 501	Macro Economics - II	4	-	-	4	
BAE 502	Operations Research	4	-	-	4	
BAE 503	Money & Financial Markets	4	-	-	4	
BAE 504	Business Environment	4	-	-	4	
BAE 505	Strategic Management	3	1	-	4	
BAE 550	Summer Training (Evaluation)	-	-	-	9	
Value Adde	d Courses (optional category)					
BAE 541	Communication Skills - III	1	-	-	1	
BAE 543	Behavioural Science – V	1	-	-	1	
	Foreign Language - V	2	-	-	2	
BAE 544	French					
BAE 545	German					
BAE 546	Spanish					
BAE 547	Japanese					
BAE 548	Chinese					
	TOTAL				33	

SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4		
BAE 602	Economic Growth &	3	1	-	4		
	Development						
BAE 603	Econometrics—Basic Theory &	3	1	-	4		
	Application						
BAE 604	Business Ethics & Corporate	3	1	-	4		
	Governance						
BAE 655	Dissertation	-	-	-	9		
Value Adde	Value Added Courses (optional category)						

BAE 641	Communication Skills - IV	1	-	-	1	
BAE 643	Behavioural Science – VI	1	-	-	1	
	Foreign Language - VI	2	-	-	2	
BAE 644	French					
BAE 645	German					
BAE 646	Spanish					
BAE 647	Japanese					
BAE 648	Chinese					
	TOTAL				29	

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Bachelor of Arts (Honours) - Economics

Programme Code: BAE

Duration – 3 Years Full Time

Programme Structure and Curriculum & Scheme of Examination

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial (T)	Practical	Total	Page
Code		(L) Hours	Hours Per	(P) Hours	Credits	No.
		Per Week	Week	Per Week		
BAE 101	Principles of Economics	4	-	-	4	
BAE 102	Micro Economics - I	3	1	-	4	
BAE 103	Mathematical Methods for	3	1	-	4	
	Economics					
BAE 104	Economic History of India	4	-	-	4	
	(1857-1947)					
BAE 105	Environmental Studies	4	-	-	4	
Value Adde	d Courses (optional category)					
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BAE 144	French					
BAE 145	German					
BAE 146	Spanish					
BAE 147	Japanese					
BAE 148	Chinese					
	TOTAL				23	

SECOND SEMESTER

DLCOND						
BAE 201	Micro Economics - II	3	1	-	4	
BAE 202	Indian Economic Development	4	-	-	4	
	since 1947					
BAE 203	Statistical Methods in	3	1	-	4	
	Economics - I					
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Adde	d Courses (optional category)					
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BAE 244	French					
BAE 245	German					
BAE 246	Spanish					
BAE 247	Japanese					
BAE 248	Chinese					
	TOTAL				26	

TERM PAPER DURING SUMMER (03 CREDITS)

THIRD SEMESTER

	THIRD SEWIESTER							
BAE 301	Macro Economics - I	4	-	-	4			
BAE 302	Public Finance	3	1	-	4			
BAE 303	Industrial Economics	3	1	-	4			
BAE 304	Legal Aspects of Business	3	1	-	4			
BAE 305	Statistical Methods in	3	1	-	4			
	Economics - II							
BAE 330	Term Paper (Evaluation)	-	-	-	3			
Value Adde	d Courses (optional category)							
BAE 341	Communication Skills - I	1	-	-	1			
BAE 343	Behavioural Science - III	1	-	-	1			

	Foreign Language - III	2	-	-	2	
BAE 344	French					
BAE 345	German					
BAE 346	Spanish					
BAE 347	Japanese					
BAE 348	Chinese					
	TOTAL				27	

BAE 401	International Economics	3	1	_	4	
BAE 402	Business Information & Data	3	1	-	4	
	Base System					
BAE 403	Principles of Management	4	-	-	4	
BAE 404	Comparative Economic	3	1	-	4	
	Development (1850 - 1950)					
BAE 405	Research Methodology	3	1	-	4	
Value Adde	d Courses (optional category)					
BAE 441	Communication Skills - II	1	-	-	1	
BAE 443	Behavioural Science - IV	1	-	-	1	
	Foreign Language - IV	2	-	-	2	
BAE 444	French					
BAE 445	German					
BAE 446	Spanish					
BAE 447	Japanese					
BAE 448	Chinese					
	TOTAL				24	

SUMMER TRAINING

FIFTH SEMESTER

Macro Economics - II	4	-	-	4	
Operations Research	4	-	-	4	
Money & Financial Markets	4	-	-	4	
Business Environment	4	-	-	4	
Strategic Management	3	1	-	4	
Summer Training (Evaluation)	-	-	-	9	
d Courses (optional category)					
Communication Skills - III	1	-	-	1	
Behavioural Science – V	1	-	-	1	
Foreign Language - V	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
TOTAL				33	
	Operations Research Money & Financial Markets Business Environment Strategic Management Summer Training (Evaluation) d Courses (optional category) Communication Skills - III Behavioural Science – V Foreign Language - V French German Spanish Japanese Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management3Summer Training (Evaluation)-d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese4	Operations Research4-Money & Financial Markets4-Business Environment4-Strategic Management31Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1-Behavioural Science - V1-Foreign Language - V2-FrenchGerman-SpanishJapanese-Chinese	Operations Research4Money & Financial Markets4Business Environment4Strategic Management31-Summer Training (Evaluation)d Courses (optional category)Communication Skills - III1Behavioural Science - V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Operations Research44Money & Financial Markets44Business Environment44Strategic Management31-4Summer Training (Evaluation)9d Courses (optional category)9d Courses (optional category)1Communication Skills - III11Behavioural Science - V11Foreign Language - V22French2German2SpanishJapaneseChinese

SIXTH SEMESTER

10 10						
BAE 601	Economic System & Society	3	1	-	4	
BAE 602	Economic Growth &	3	1	-	4	
	Development					
BAE 603	Econometrics—Basic Theory &	3	1	-	4	
	Application					
BAE 604	Business Ethics & Corporate	3	1	-	4	
	Governance					
BAE 655	Dissertation	-	-	-	9	
Value Adde	d Courses (optional category)					

BAE 641	Communication Skills - IV	1	-	-	1	
BAE 643	Behavioural Science – VI	1	-	-	1	
	Foreign Language - VI	2	-	-	2	
BAE 644	French					>
BAE 645	German					
BAE 646	Spanish					
BAE 647	Japanese					
BAE 648	Chinese					
	TOTAL				29	

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Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time



Programme Structure and Curriculum and Scheme of Examination

2017-20

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BBA 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lectures	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credit	No.
		Per Week	Per Week	Per Week		
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Managerial Economics	2	2	-	4	
CSE 101	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting	2	2	-	4	
BBM 101	Elementary Business Mathematics	2	1	-	3	
BBA 107	Polity & Society	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
Value Added	Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language – I	2	-	-	2	
FLU 144						
	TOTAL				28	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Corporate Accounting	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	_	3	
CSE 201	Computer Applications in Business Management	2	1	2	4	
BBA 205	Sales and Distribution Management	2	1	-	3	
EVS 242	Environmental Studies – II	2	-	-	2	
Value Added	Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
	TOTAL				26	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

THIRD SEME	SIER					
BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
CSE 301	Management Information Systems	2	-	2	3	
BBA 304	Marketing Management – I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects (Evaluation)	-	-	-	3	
Value Added	Courses (optional category)					
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	TOTAL				27	

FUUKINSE						
BBA 401	Corporate Financial Management	2	2	-	4	
BBA 402	Marketing Management – II	2	2	-	4	
BBA 403	Research Methodology and Report	2	1	-	3	
	Preparation					
BBA 404	Entrepreneurship Development	2	1	-	3	
BBA 405	E-Commerce	2	-	2	3	
BBA 406	Human Resource Management	2	1	-	3	
Value Addee	l Courses (optional category)					
BCU 441	Communication Skills –IV	1	-	-	1	
BSU 443	Behavioural Science- IV	1	-	-	1	
	Foreign Language – IV	2	-	-	2	
FLU 444	French					
	TOTAL				24	

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

FIFIH SEMI	ESTER					
BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
Value Adde	d Courses (optional category)					
BCU 541	Communication Skills –V	1	-	_	1	
BSU 543	Behavioural Science- V	1	-	_	1	
FLU 544	Foreign Language – V French	2	-	-	2	
BBA 550	Summer Training (Evaluation)	-	-	-	6	
Elective Cou	irses - either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2 I	Law courses 1	naybe opted	•	
Marketing	<u> </u>			· ·		
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
Finance						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
HR						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	_	4	
BBA 512	International Human Resource Management	2	2	-	4	
IT						
BBA 513	Relational Database Management System	2	2	-	4	
BBA 514	Software Project Design & Analysis	2	2	_	4	
BBA 515	Programming with Microsoft Visual Basic	2	1	2	4	
Law						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				28	

SIXTH SEMESTER

SIXTH SEM	ESTER					
BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations	2	1	-	3	
	Management					
BBA 604	Public Relations & Corporate Image	2	1	-	3	
Value Addee	d Courses (optional category)					
BCU 641	Communication Skills -VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU 644	Foreign Language – VI French	2	-	-	2	
BBA 655	Dissertation	-	-	-	6	
	urses – Either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses ((same stream	n as chosen	in the
	has to be continued).			-		
Marketing						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
Finance						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
HR						
BBL 629	Industrial Relations & Labour Law	2	2	-	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward	2	2	-	4	
	Management					
IT						
BBA 614	Object Oriented Programming with Java	2	-	4	4	
BBA 615	Data Communication & Network	2	_	4	4	
BBA 616	Web Database Programming with	2	-	4	4	
DDA 010	ASP	2	-	+	4	
Law						
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	TOTAL				31	

Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time



Programme Structure and Curriculum and Scheme of Examination

2018-21

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Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BBA 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lectures	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credit	No.
		Per Week	Per Week	Per Week		
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Managerial Economics	2	2	-	4	
CSE 101	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting	2	2	-	4	
BBM 101	Elementary Business Mathematics	2	1	-	3	
BBA 107	Polity & Society	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
Value Added	Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language – I	2	-	_	2	
FLU 144					_	
	TOTAL				28	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

SECOND SEM	ESTER					
BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Corporate Accounting	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	-	3	
CSE 201	Computer Applications in Business	2	1	2	4	
	Management					
BBA 205	Sales and Distribution Management	2	1	-	3	
EVS 242	Environmental Studies – II	2	-	-	2	
Value Added	Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language – II	2	-	-	2	
FLU 244	French					
	TOTAL				26	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

I HIRD SEMES	IER					
BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
CSE 301	Management Information Systems	2	-	2	3	
BBA 304	Marketing Management – I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects (Evaluation)	-	-	-	3	
Value Added	Courses (optional category)					
BCU 341	Communication Skills –III	1	-	_	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	TOTAL				27	

LOILN					
Corporate Financial Management	2	2	-	4	
Marketing Management – II	2	2	-	4	
Research Methodology and Report	2	1	-	3	
Preparation					
Entrepreneurship Development	2	1	-	3	
E-Commerce	2	-	2	3	
Human Resource Management	2	1	-	3	
Courses (optional category)					
Communication Skills –IV	1	-	-	1	
Behavioural Science- IV	1	-	-	1	
Foreign Language – IV	2	-	-	2	
French					
TOTAL				24	
	Corporate Financial ManagementMarketing Management – IIResearch Methodology and ReportPreparationEntrepreneurship DevelopmentE-CommerceHuman Resource ManagementCourses (optional category)Communication Skills –IVBehavioural Science- IVForeign Language – IVFrench	Corporate Financial Management2Marketing Management – II2Research Methodology and Report2Preparation2Entrepreneurship Development2E-Commerce2Human Resource Management2Courses (optional category)2Communication Skills –IV1Behavioural Science- IV1Foreign Language – IV2French2	Corporate Financial Management22Marketing Management – II22Research Methodology and Report21Preparation21Entrepreneurship Development21E-Commerce2-Human Resource Management21Courses (optional category)Communication Skills –IV1Communication Skills –IV1-Behavioural Science- IV1-Foreign Language – IV2-	Corporate Financial Management22-Marketing Management – II22-Research Methodology and Report21-Preparation21-Entrepreneurship Development21-E-Commerce2-2Human Resource Management21-Courses (optional category)Communication Skills –IV1-Foreign Language – IV2French2	Corporate Financial Management22-4Marketing Management – II22-4Research Methodology and Report21-3Preparation21-3Entrepreneurship Development21-3E-Commerce2-23Human Resource Management21-3Courses (optional category)Communication Skills –IV1Foreign Language – IV22French0000

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

<u>IFTH SEME</u>	SIER					
BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
Value Adde	d Courses (optional category)					
BCU 541	Communication Skills –V	1	-	-	1	
BSU 543	Behavioural Science- V	1	-	-	1	
	Foreign Language – V	2	-	-	2	
FLU 544	French					
BBA 550	Summer Training (Evaluation)	-	-	-	6	
Elective Co	urses - either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses 1	naybe opted	•	
Marketing						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
Finance						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment	2	2	-	4	
	Management					
BBA 509	Financial Derivatives	2	2	-	4	
HR						
BBA 510	Organizational Development &	2	2	-	4	
	Change					
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource	2	2	-	4	
	Management					
IT						
BBA 513	Relational Database Management	2	2	-	4	
	System					
BBA 514	Software Project Design & Analysis	2	2	-	4	
BBA 515	Programming with Microsoft Visual	2	1	2	4	
	Basic					
Law						
BBA 516	Law of Crimes	2	2	-	4	



BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				28	

SIXTH SEMESTER

<u>SIXTH SEME</u>		-	-		-	
BBA 601	Business Policy & Strategic	2	1	-	3	
	Management		-			
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations	2	1	-	3	
	Management		-			
BBA 604	Public Relations & Corporate Image	2	1	-	3	
	l Courses (optional category)				1	
BCU 641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU 644	Foreign Language – VI French	2	-	-	2	
BBA 655	Dissertation	-	-	-	6	
Elective Cou	rses – Either 2 Marketing, 2 Finance, 2	HR. 2 IT. 2	Law courses (same stream	as chosen	in the
	has to be continued).	, ,				
Marketing						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
Finance						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
HR	•					
BBL 629	Industrial Relations & Labour Law	2	2	-	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward	2	2	-	4	
	Management					
IT						
BBA 614	Object Oriented Programming with	2	-	4	4	
	Java					
BBA 615	Data Communication & Network	2	-	4	4	
BBA 616	Web Database Programming with ASP	2	-	4	4	
Law						
BBA 617	Intellectual Property Rights	2	2	_	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	_	4	
						1

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Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time



Programme Structure and Curriculum and Scheme of Examination

2019-22

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Components	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	СТ	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BBA 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lectures	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credit	No.
		Per Week	Per Week	Per Week		
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Managerial Economics	2	2	-	4	
CSE 101	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting	2	2	-	4	
BBM 101	Elementary Business Mathematics	2	1	-	3	
BBA 107	Polity & Society	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
Value Added	Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	_	_	1	
	Foreign Language – I	2	-	-	2	
FLU 144						
	TOTAL				28	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

SECOND SEM						
BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Corporate Accounting	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	-	3	
CSE 201	Computer Applications in Business	2	1	2	4	
	Management					
BBA 205	Sales and Distribution Management	2	1	-	3	
EVS 242	Environmental Studies – II	2	-	-	2	
Value Added	Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language – II	2	-	-	2	
FLU 244	French					
	TOTAL				26	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

THIRD SEMES	TER					
BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
CSE 301	Management Information Systems	2	-	2	3	
BBA 304	Marketing Management – I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects	-	-	-	3	
	(Evaluation)					
Value Added	Courses (optional category)					
BCU 341	Communication Skills –III	1	-	_	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	TOTAL				27	

FOURTH SEMESTER

LOILN					
Corporate Financial Management	2	2	-	4	
Marketing Management – II	2	2	-	4	
Research Methodology and Report	2	1	-	3	
Preparation					
Entrepreneurship Development	2	1	-	3	
E-Commerce	2	-	2	3	
Human Resource Management	2	1	-	3	
Courses (optional category)					
Communication Skills –IV	1	-	-	1	
Behavioural Science- IV	1	-	-	1	
Foreign Language – IV	2	-	-	2	
French					
TOTAL				24	
	Corporate Financial Management Marketing Management – II Research Methodology and Report Preparation Entrepreneurship Development E-Commerce Human Resource Management Courses (optional category) Communication Skills –IV Behavioural Science- IV Foreign Language – IV French	Corporate Financial Management2Marketing Management – II2Research Methodology and Report2Preparation2Entrepreneurship Development2E-Commerce2Human Resource Management2Courses (optional category)2Communication Skills –IV1Behavioural Science- IV1Foreign Language – IV2French2	Corporate Financial Management22Marketing Management – II22Research Methodology and Report21Preparation21Entrepreneurship Development21E-Commerce2-Human Resource Management21Courses (optional category)Communication Skills –IV1Foreign Language – IV2-French2-	Corporate Financial Management22-Marketing Management – II22-Research Methodology and Report21-Preparation21-Entrepreneurship Development21-E-Commerce2-2Human Resource Management21-Courses (optional category)Communication Skills –IV1-Foreign Language – IV2French2	Corporate Financial Management22-4Marketing Management – II22-4Research Methodology and Report21-3Preparation21-3Entrepreneurship Development21-3E-Commerce2-23Human Resource Management21-3Courses (optional category)Communication Skills –IV1-1Behavioural Science- IV11Foreign Language – IV22French0000

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

<u>FIFTH SEME</u>	STER					
BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
Value Adde	d Courses (optional category)					
BCU 541	Communication Skills –V	1	-	-	1	
BSU 543	Behavioural Science- V	1	-	-	1	
FLU 544	Foreign Language – V French	2	-	-	2	
BBA 550	Summer Training (Evaluation)	-	-	-	6	
Elective Co	urses - either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses 1	naybe opted	•	
Marketing	U.					
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
Finance						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
HR						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
IT						
BBA 513	Relational Database Management System	2	2	-	4	
BBA 514	Software Project Design & Analysis	2	2	-	4	
BBA 515	Programming with Microsoft Visual Basic	2	1	2	4	
Law						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				28	

SIXTH SEMESTER

<u>SIXTH SEMP</u>		-			-	
BBA 601	Business Policy & Strategic	2	1	-	3	
	Management					
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations	2	1	-	3	
	Management					
BBA 604	Public Relations & Corporate Image	2	1	-	3	
BBA 655	Dissertation	-	-	-	6	
Value Adde	d Courses (optional category)					
BCU 641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
	Foreign Language – VI	2	-	-	2	
FLU 644	French					
	ırses – Either 2 Marketing, 2 Finance, 2	2 HR, 2 IT, 2	Law courses (same stream	n as chosen	in the
	has to be continued).				_	_
Marketing						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
Finance						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
HR						
BBL 629	Industrial Relations & Labour Law	2	2	-	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward	2	2	-	4	
	Management					
IT						
BBA 614	Object Oriented Programming with	2	-	4	4	
	Java					
BBA 615	Data Communication & Network	2	-	4	4	
BBA 616	Web Database Programming with	2	-	4	4	
	ASP					
Law						
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	TOTAL				31	

Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time



Programme Structure and Curriculum and Scheme of Examination

2020-23

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

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Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	СТ	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BBA 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lectures	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credit	No.
		Per Week	Per Week	Per Week		
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Managerial Economics	2	2	-	4	
CSE 101	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting	2	2	-	4	
BBM 101	Elementary Business Mathematics	2	1	-	3	
BBA 107	Polity & Society	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
Value Added	Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	_	_	1	
	Foreign Language – I	2	-	-	2	
FLU 144						
	TOTAL				28	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

SECOND SEM	ESTER					
BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Corporate Accounting	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	-	3	
CSE 201	Computer Applications in Business	2	1	2	4	
	Management					
BBA 205	Sales and Distribution Management	2	1	-	3	
EVS 242	Environmental Studies – II	2	-	-	2	
Value Added	Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language – II	2	-	-	2	
FLU 244	French					
	TOTAL				26	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

THIRD SEMES	TER					
BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
CSE 301	Management Information Systems	2	-	2	3	
BBA 304	Marketing Management – I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects	-	-	-	3	
	(Evaluation)					
Value Added	Courses (optional category)					
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	TOTAL				27	

FOURTH SEMESTER

LOILN					
Corporate Financial Management	2	2	-	4	
Marketing Management – II	2	2	-	4	
Research Methodology and Report	2	1	-	3	
Preparation					
Entrepreneurship Development	2	1	-	3	
E-Commerce	2	-	2	3	
Human Resource Management	2	1	-	3	
Courses (optional category)					
Communication Skills –IV	1	-	-	1	
Behavioural Science- IV	1	-	-	1	
Foreign Language – IV	2	-	-	2	
French					
TOTAL				24	
	Corporate Financial Management Marketing Management – II Research Methodology and Report Preparation Entrepreneurship Development E-Commerce Human Resource Management Courses (optional category) Communication Skills –IV Behavioural Science- IV Foreign Language – IV French	Corporate Financial Management2Marketing Management – II2Research Methodology and Report2Preparation2Entrepreneurship Development2E-Commerce2Human Resource Management2Courses (optional category)2Communication Skills –IV1Behavioural Science- IV1Foreign Language – IV2French2	Corporate Financial Management22Marketing Management – II22Research Methodology and Report21Preparation21Entrepreneurship Development21E-Commerce2-Human Resource Management21Courses (optional category)Communication Skills –IV1Foreign Language – IV2-French2-	Corporate Financial Management22-Marketing Management – II22-Research Methodology and Report21-Preparation21-Entrepreneurship Development21-E-Commerce2-2Human Resource Management21-Courses (optional category)Communication Skills –IV1-Foreign Language – IV2French2	Corporate Financial Management22-4Marketing Management – II22-4Research Methodology and Report21-3Preparation21-3Entrepreneurship Development21-3E-Commerce2-23Human Resource Management21-3Courses (optional category)Communication Skills –IV1-1Behavioural Science- IV11Foreign Language – IV22French0000

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

<u>FIFTH SEME</u>	STER					
BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
Value Adde	d Courses (optional category)					
BCU 541	Communication Skills –V	1	-	-	1	
BSU 543	Behavioural Science- V	1	-	-	1	
FLU 544	Foreign Language – V French	2	-	-	2	
BBA 550	Summer Training (Evaluation)	-	-	-	6	
Elective Co	urses - either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses 1	naybe opted	•	
Marketing	<u> </u>					
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
Finance						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
HR						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
IT						
BBA 513	Relational Database Management System	2	2	-	4	
BBA 514	Software Project Design & Analysis	2	2	-	4	
BBA 515	Programming with Microsoft Visual Basic	2	1	2	4	
Law						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				28	

SIXTH SEMESTER

SIXTH SEMI						
BBA 601	Business Policy & Strategic	2	1	-	3	
	Management					
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations	2	1	-	3	
	Management					
BBA 604	Public Relations & Corporate Image	2	1	-	3	
Value Adde	d Courses (optional category)					
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BSU 643	Behavioural Science- VI	1	-	-	1	
	Foreign Language – VI	2	-	-	2	
FLU 644	French					
BBA 655	Dissertation	-	-	-	6	
	urses – Either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses (same stream	n as chosen	in the
	has to be continued).	, ,				
Marketing	,					
BBA 605	Brand Management	2	2	_	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
Finance						
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HR	•					
BBL 629	Industrial Relations & Labour Law	2	2	_	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward	2	2	_	4	
	Management					
IT						
BBA 614	Object Oriented Programming with	2	-	4	4	
	Java					
BBA 615	Data Communication & Network	2	-	4	4	
BBA 616	Web Database Programming with	2	-	4	4	
	ASP					
Law					1	
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
	i fullali Kigitto					
BBA 619	Industrial Relations & Labour Law	2	2	-	4	

Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time



Programme Structure and Curriculum and Scheme of Examination

2021-24

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

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Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	СТ	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BBA 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lectures	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credit	No.
		Per Week	Per Week	Per Week		
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Managerial Economics	2	2	-	4	
CSE 101	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting	2	2	-	4	
BBM 101	Elementary Business Mathematics	2	1	-	3	
BBA 107	Polity & Society	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
Value Added	Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language – I	2	-	-	2	
FLU 144						
	TOTAL				28	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

SECOND SEM	ESTER					
BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Corporate Accounting	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	-	3	
CSE 201	Computer Applications in Business	2	1	2	4	
	Management					
BBA 205	Sales and Distribution Management	2	1	-	3	
EVS 242	Environmental Studies – II	2	-	-	2	
Value Added	Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language – II	2	-	-	2	
FLU 244	French					
	TOTAL				26	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

THIRD SEMES	TER					
BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
CSE 301	Management Information Systems	2	-	2	3	
BBA 304	Marketing Management – I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects	-	-	-	3	
	(Evaluation)					
Value Added	Courses (optional category)					
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

	Foreign Language – III	2	-	-	2	
FLU 344	French					
	TOTAL				27	

FOURTH SEMESTER

LOILN					
Corporate Financial Management	2	2	-	4	
Marketing Management – II	2	2	-	4	
Research Methodology and Report	2	1	-	3	
Preparation					
Entrepreneurship Development	2	1	-	3	
E-Commerce	2	-	2	3	
Human Resource Management	2	1	-	3	
Courses (optional category)					
Communication Skills –IV	1	-	-	1	
Behavioural Science- IV	1	-	-	1	
Foreign Language – IV	2	-	-	2	
French					
TOTAL				24	
	Corporate Financial Management Marketing Management – II Research Methodology and Report Preparation Entrepreneurship Development E-Commerce Human Resource Management Courses (optional category) Communication Skills –IV Behavioural Science- IV Foreign Language – IV French	Corporate Financial Management2Marketing Management – II2Research Methodology and Report2Preparation2Entrepreneurship Development2E-Commerce2Human Resource Management2Courses (optional category)2Communication Skills –IV1Behavioural Science- IV1Foreign Language – IV2French2	Corporate Financial Management22Marketing Management – II22Research Methodology and Report21Preparation21Entrepreneurship Development21E-Commerce2-Human Resource Management21Courses (optional category)Communication Skills –IV1Foreign Language – IV2-French2-	Corporate Financial Management22-Marketing Management – II22-Research Methodology and Report21-Preparation21-Entrepreneurship Development21-E-Commerce2-2Human Resource Management21-Courses (optional category)Communication Skills –IV1-Foreign Language – IV2French2	Corporate Financial Management22-4Marketing Management – II22-4Research Methodology and Report21-3Preparation21-3Entrepreneurship Development21-3E-Commerce2-23Human Resource Management21-3Courses (optional category)Communication Skills –IV1-1Behavioural Science- IV11Foreign Language – IV22French0000

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

<u>FIFTH SEME</u>	STER					
BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
Value Adde	d Courses (optional category)					
BCU 541	Communication Skills –V	1	-	-	1	
BSU 543	Behavioural Science- V	1	-	-	1	
FLU 544	Foreign Language – V French	2	-	-	2	
BBA 550	Summer Training (Evaluation)	-	-	-	6	
	urses - either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses 1	navbe opted	•	
Marketing	e / · · · ·)	, ,				
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
Finance	· · · · · · · · · · · · · · · · · · ·					
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	_	4	
HR						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
IT						
BBA 513	Relational Database Management System	2	2	-	4	
BBA 514	Software Project Design & Analysis	2	2	-	4	
BBA 515	Programming with Microsoft Visual Basic	2	1	2	4	
Law						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				28	

SIXTH SEMESTER

<u>SIXTH SEMI</u>						
BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations	2	1	-	3	
	Management					
BBA 604	Public Relations & Corporate Image	2	1	-	3	
Value Adde	d Courses (optional category)					
BCU 641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU 644	Foreign Language – VI French	2	-	-	2	
BBA 655	Dissertation	-	-	-	6	
Elective Co	urses – Either 2 Marketing, 2 Finance, 2	HR, 2 IT, 2	Law courses (same strean	1 as chosen	in the
5 th semester	has to be continued).					
Marketing						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
Finance						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
HR						
BBL 629	Industrial Relations & Labour Law	2	2	-	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward Management	2	2	-	4	
IT						
BBA 614	Object Oriented Programming with Java	2	-	4	4	
BBA 615	Data Communication & Network	2	-	4	4	
BBA 616	Web Database Programming with ASP	2	-	4	4	
Law		T				
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
					1	1
BBA 619	Industrial Relations & Labour Law	2	2	-	4	

Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time



Programme Structure and Curriculum & Scheme of Examination

2017

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credits	No.
		Per Week	Per Week	Per Week		
BCH101	Business Organization &	3	1	-	4	
	Management					
BCH102	Financial Accounting - I	3	1	-	4	
BCH103	Microeconomic Theory &	2	1	-	3	
	Applications – I					
BCH104	Business Mathematics - I	2	1	-	3	
BCH105	Business & Economic Laws - I	2	1	-	3	
BCH106	Environmental Studies - I	2	-	-	2	
	Select any one of the following:	2	1	-	3	
BCH107	Indian History					
BCH108	Mathematics					
BCH109	 Democracy &Governance in 					
	India					
Value Add	ed Courses (optional category)					-
BCH 141	English Language Usage Essential	1	-	-	-	
BCH143	Understanding Self for Effectiveness	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BCH144	French					
BCH145	German					
BCH146	Spanish					
BCH147	Japanese					
BCH148	Chinese					
	TOTAL				25	

SECOND SEMESTER

BCH201	Financial Accounting - II	3	1		4		
BCH202	Microeconomic Theory &	2	1	-	3		
	Applications – II						
BCH 203	Business Mathematics - II	2	1	-	3		
BCH204	Computer Applications in Business	3	-	2	4		
BCH205	Business & Economic Laws - II	2	1	-	3		
BCH206	Environmental Studies - II	2	-	-	2		
BCH207	Psychology & Ethics	2	1	-	3		
Value Add	Value Added Courses (optional category)						
BCH240	Introduction to Communication	1	-	-	3		
	Skills						
BCH243	Individual Society and Nation	1	-	-	1		
	Foreign Language - II	2	-	-	2		
BCH244	French						
BCH245	German						
BCH246	Spanish						
BCH247	Japanese						
BCH248	Chinese						
	TOTAL				28		

TERM PAPER

THIRD SEMESTER

BCH301	Corporate Accounting – I	3	1	-	4	
BCH302	Cost Accounting – I	2	1	-	3	

BCH303	Microeconomic Theory &	2	1	-	3	
	Applications – III					
BCH304	Statistical Methods in Research – I	2	1	-	3	
BCH305	Corporate Laws – I	2	1		3	
BCH306	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
Value Add	led Courses (optional category)					
BCH341	Effective Written Communication	1	-	-	1	
BCH343	Problem Solving and Creative Thinking	1	-	-	1	
	Foreign Language – III	2	-	-	2	
BCH344	French					
BCH345	German					
BCH346	Spanish					
BCH347	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
	TOTAL				30	

FOURTH SEMESTER

IOUMI							
BCH401	Corporate Accounting – II	3	1	-	4		
BCH402	Cost Accounting – II	2	1	-	3		
BCH403	Microeconomic Theory &	2	1	-	3		
	Applications – IV						
BCH404	Statistical Methods in Research – II	2	1	-	3		
BCH405	Corporate Laws – II	2	1		3		
BCH406	Income Tax Law & Practice – II	3	1	-	4		
BCH407	Auditing	2	1	-	3		
Value Added Courses (optional category)							
BCH441	Professional Communication for	1	-	-	1		
	Recruitment & Employability						
BCH443	Values & Ethics For Personal &	1	-	-	1		
	Professional Development						
	Foreign Language – IV	2	-	-	2		
BCH444	French						
BCH445	German						
BCH446	Spanish						
BCH447	Japanese						
BCH448	Chinese						
	TOTAL				27		

SUMMER INTERNSHIP - 8 - 10 WEEKS

FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3		
BCH502	Macro Economics	3	1	-	4		
BCH503	Operations Research	3	1	-	4		
BCH550	Summer Internship (Evaluation)	-	-	-	6		
Value Add	Value Added Courses (optional category)						
BCH541	Receptive and Expressive	1	-	-	1		
	Communication Skills						
BCH543	Individual Society and Nation	1	-	-	1		
	Foreign Language - V	2	-	-	2		
BCH544	French						
BCH545	German						
BCH546	Spanish						
BCH547	Japanese						
BCH548	Chinese						



Any four c	ourses from the following four groups(ne	ot more that	n two courses f	from a grou	ıp)	
GROUP 1						
BCH504	Financial Management - I	2		_	2	
BCH505	Fundamentals of Investment - I	2	-	-	2	
BCH506	Financial Markets, Institutions & Financial Services - I	2	ł		2	
BCH507	Insurance & Risk Management - I	2	-	-	2	
GROUP 2						
BCH508	Principles of Marketing - I	2	-	-	2	
BCH509	International Business - I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing - I	2	-	-	2	
GROUP 3						
BCH512	Human Resource Management - I	2	-	_	2	
BCH513	Compensation Management - I	2		-	2	
BCH514	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
GROUP 4						
BCH516	Corporate Tax Planning - I	2	-	-	2	
BCH517	Computerized Accounting System - I	2	-	-	2	
BCH518	Business Data Processing - I	2	-	-	2	
BCH519	Comparative Accounting Systems - I	2	-	-	2	
	TOTAL				29	

SIXTH SEMESTER

BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BCH603	Analytical Skill Building	3	1	-	4	
Value Ac	Ided Courses (optional category)					
BCH643	Stress and Coping Strategies	1	-	-	1	
BCH641	Social Communication	1	-	-	1	
BCH644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	2	-	-	2	
BCH655	Dissertation	-	-	-	9	
Any four	courses from the following four groups(n	ot more that	n two courses	from a grou	ıp)	
GROUP 1						
BCH604	Financial Management - II	2	_		2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services - II	2	B		2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
GROUP 2						
BCH608	Principles of Marketing - II	2	_		2	
BCH609	International Business - II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing - II	2	_		2	
GROUP 3						
BCH612	Human Resource Management - II	2	-		2	
BCH613	Compensation Management - II	2			2	
BCH614	Industrial Relations & Labour Laws - II	2			2	

BCH615	Human Resource Accounting - II	2	-	-	2	
GROUP 4						
BCH616	Corporate Tax Planning - II	2	-	-	2	
BCH617	Computerized Accounting System - II	2	-	-	2	
BCH618	Business Data Processing - II	2	-	-	2	
BCH619	Comparative Accounting Systems - II	2	-	-	2	
	TOTAL				32	

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Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time



Programme Structure and Curriculum & Scheme of Examination

2018

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

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Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credits	No.
		Per Week	Per Week	Per Week		
BCH101	Business Organization &	3	1	-	4	
	Management					
BCH102	Financial Accounting - I	3	1	-	4	
BCH103	Microeconomic Theory &	2	1	-	3	
	Applications – I					
BCH104	Business Mathematics - I	2	1	-	3	
BCH105	Business & Economic Laws - I	2	1	-	3	
BCH106	Environmental Studies - I	2	-	-	2	
	Select any one of the following:	2	1	-	3	
BCH107	Indian History					
BCH108	Mathematics					
BCH109	Democracy & Governance in					
	India					
Value Add	led Courses (optional category)					
BCH 141	English Language Usage Essential	1	-	-	1	
BCH143	Understanding Self for Effectiveness	1	-	-	1	
	Foreign Language - I	2	-	-	2	
BCH144	French					
BCH145	German					
BCH146	Spanish					
BCH147	Japanese					
BCH148	Chinese					
	TOTAL				26	

SECOND SEMESTER

BCH201	Financial Accounting - II	3	1	-	4	
BCH202	Microeconomic Theory &	2	1	-	3	
	Applications – II					
BCH 203	Business Mathematics - II	2	1	-	3	
BCH204	Computer Applications in Business	3	-	2	4	
BCH205	Business & Economic Laws - II	2	1	-	3	
BCH206	Environmental Studies - II	2	-	-	2	
BCH207	Psychology & Ethics	2	1	-	3	
Value Add	led Courses (optional category)					
BCH240	Introduction to Communication	1	-	-	1	
	Skills					
BCH243	Individual Society and Nation	1	-	-	1	
	Foreign Language - II	2	-	-	2	
BCH244	French					
BCH245	German					
BCH246	Spanish					
BCH247	Japanese					
BCH248	Chinese					
	TOTAL				26	

TERM PAPER

THIRD SEMESTER

BCH301	Corporate Accounting – I	3	1	-	4	
BCH302	Cost Accounting – I	2	1	-	3	
BCH303	Microeconomic Theory &	2	1	-	3	

	Applications – III					
BCH304	Statistical Methods in Research – I	2	1	-	3	
BCH305	Corporate Laws – I	2	1		3	
BCH306	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
BCH330	Term Paper (Evaluation)	-	-	-	3	
Value Add	led Courses (optional category)					
BCH341	Effective Written Communication	1	-	-	1	
BCH343	Problem Solving and Creative Thinking	1	-	-	1	
	Foreign Language – III	2	-	-	2	
BCH344	French					
BCH345	German					
BCH346	Spanish					
BCH347	Japanese					
BCH348	Chinese					
	TOTAL				30	

FOURTH SEMESTER

BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory &	2	1	-	3	
	Applications – IV					
BCH404	Statistical Methods in Research – II	2	1	-	3	
BCH405	Corporate Laws – II	2	1		3	
BCH406	Income Tax Law & Practice – II	3	1	-	4	
BCH407	Auditing	2	1	-	3	
Value Add	led Courses (optional category)					
BCH441	Professional Communication for	1	-	-	1	
	Recruitment & Employability					
BCH443	Values & Ethics For Personal &	1	-	-	1	
	Professional Development					
	Foreign Language – IV	2	-	-	2	
BCH444	French					
BCH445	German					
BCH446	Spanish					
BCH447	Japanese					
BCH448	Chinese					
	TOTAL				27	

SUMMER INTERNSHIP – 8 – 10 WEEKS

FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3	
BCH502	Macro Economics	3	1	-	4	
BCH503	Operations Research	3	1	-	4	
BCH550	Summer Internship (Evaluation)	-	-	-	6	
Value Add	ed Courses (optional category)					
BCH541	Receptive and Expressive	1	-	-	1	
	Communication Skills					
BCH543	Individual Society and Nation	1	-	-	1	
	Foreign Language - V	2	_	-	2	
BCH544	French					
BCH545	German					
BCH546	Spanish					
BCH547	Japanese					
BCH548	Chinese					
Any four c	ourses from the following four groups((not more than	two courses	from a grou	p)	

GROUP 1						
BCH504	Financial Management - I	2	-	-	2	
BCH505	Fundamentals of Investment - I	2	-	-	2	
BCH506	Financial Markets, Institutions &	2	-	-	2	
	Financial Services - I					
BCH507	Insurance & Risk Management - I	2	-	-	2	
GROUP 2						
BCH508	Principles of Marketing - I	2	-	-	2	
BCH509	International Business - I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing - I	2	-	-	2	
GROUP 3						
BCH512	Human Resource Management - I	2	-	-	2	
BCH513	Compensation Management - I	2	-	-	2	
BCH514	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
GROUP 4						
BCH516	Corporate Tax Planning - I	2	-	-	2	
BCH517	Computerized Accounting System - I	2	-	-	2	
BCH518	Business Data Processing - I	2	-	-	2	
BCH519	Comparative Accounting Systems - I	2	-	-	2	
	TOTAL				29	

SIXTH SEMESTER

SIVIUS	SEMESTER					
BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BCH603	Analytical Skill Building	3	1	-	4	
BCH655	Dissertation	-	-	-	9	BCH
Value Add	led Courses (optional category)					
BCH641	Social Communication	1	-	-	1	
BCH643	Stress and Coping Strategies	1	-	-	1	
BCH644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	2	-	-	2	
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GROUP 1						
BCH604	Financial Management - II	2	-	-	2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services - II	2	-	-	2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
GROUP 2						
BCH608	Principles of Marketing - II	2	-	-	2	
BCH609	International Business - II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing - II	2	-	-	2	
GROUP 3						
BCH612	Human Resource Management - II	2	-	-	2	
BCH613	Compensation Management - II	2	-	-	2	
BCH614	Industrial Relations & Labour Laws - II	2	-	-	2	
BCH615	Human Resource Accounting - II	2	-	-	2	
GROUP 4						
			11			1

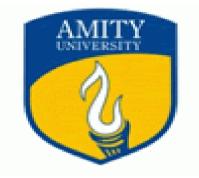
BCH616	Corporate Tax Planning - II	2	-	-	2	
BCH617	Computerized Accounting System - II	2	-	-	2	
BCH618	Business Data Processing - II	2	-	-	2	
BCH619	Comparative Accounting Systems - II	2	-	-	2	
	TOTAL				32	

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Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time



Programme Structure and Curriculum & Scheme of Examination

2019-22

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Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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BCOM (H) 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credits	No.
		Per Week	Per Week	Per Week		
BCH101	Business Organization &	3	1	-	4	
	Management					
BCH102	Basic Concepts of Financial	3	1	-	4	
	Accounting					
BCH103	Microeconomic Theory &	2	1	-	3	
	Applications – I					
BBM101	Elementary Business Mathematics	2	1	-	3	
BCL125	Business & Economic Laws - I	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
	Select any one of the following:	2	1	-	3	
BCH107	Indian History					
BCH108	Mathematics					
BCH109	Democracy & Governance in					
	India					
Value Add	led Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	1	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
FLU 144	French					
BCH145	German					
BCH146	Spanish					
BCH147	Japanese					
BCH148	Chinese					
	TOTAL				26	

SECOND SEMESTER

BCH201	Financial Accounting – II	3	1	_	4	
BCH202	Microeconomic Theory &	2	1	-	3	
	Applications – II					
BCM201	Advanced Business Mathematics	2	1	-	3	
CSE 201	Computer Applications in Business	3	-	2	4	
	Management					
BCL225	Business & Economic Laws - II	2	1	-	3	
EVS 242	Environmental Studies - II	2	-	-	2	
BCH2 07	Psychology & Ethics	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	1	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
FLU 244	French					
BCH245	German					
BCH246	Spanish					
BCH247	Japanese					
BCH248	Chinese					
	TOTAL				26	

TERM PAPER

THIRD SEMESTER

BCH301	Corporate Accounting – I	3	1	-	4	

BCH302	Cost Accounting – I	2	1	_	3	
BCH303	Microeconomic Theory &	2	1	-	3	
	Applications – III					
BBM301	Business Statistics	2	1	-	3	
BCL325	Corporate Laws – I	2	1		3	
BCL326	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
Value Add	led Courses (optional category)					
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
FLU 344	French					
BCH345	German					
BCH346	Spanish					
BCH347	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
	TOTAL				30	

FOURTH SEMESTER

ICOMI						
BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory &	2	1	-	3	
	Applications – IV					
BCM401	Statistical Methods in Research	2	1	-	3	
BCL425	Corporate Laws – II	2	1		3	
BCL426	Income Tax Law & Practice – II	3	1	-	4	
BCH407	Auditing	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU441	Communication Skills –IV	1	-	-	1	
BSU 443	Behavioural Science- IV	1	-	-	1	
	Foreign Language – IV	2	-	-	2	
FLU444	French					
BCH445	German					
BCH446	Spanish					
BCH447	Japanese					
BCH448	Chinese					
	TOTAL				27	

SUMMER INTERNSHIP - 8 - 10 WEEKS

FIFTH SEMESTER

Management Accounting – I	2	1	-	3	
Macro Economics	3	1	-	4	
Operations Research	3	1	-	4	
Summer Internship (Evaluation)	-	-	-	6	
ed Courses (optional category)					
Communication Skills –V	1	-	-	1	
Behavioural Science- V	1	-	-	1	
Foreign Language - V	2	-	-	2	
French					
German					
Spanish					
Japanese					
Chinese					
ourses from the following four groups(n	ot more than	two courses	from a group	p)	
	Management Accounting – I Macro Economics Operations Research Summer Internship (Evaluation) ed Courses (optional category) Communication Skills –V Behavioural Science- V Foreign Language - V French German Spanish Japanese Chinese	Management Accounting – I 2 Macro Economics 3 Operations Research 3 Summer Internship (Evaluation) - ed Courses (optional category) - Communication Skills –V 1 Behavioural Science- V 1 Foreign Language - V 2 French German Spanish Japanese Chinese -	Management Accounting – I21Macro Economics31Operations Research31Summer Internship (Evaluation)ed Courses (optional category)Communication Skills –V1-Behavioural Science- V1-Foreign Language - V2-FrenchGermanSpanish-JapaneseChinese	Management Accounting – I21-Macro Economics31-Operations Research31-Summer Internship (Evaluation)ed Courses (optional category)Communication Skills –V1Behavioural Science- V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Management Accounting – I21-3Macro Economics31-4Operations Research31-4Summer Internship (Evaluation)6ed Courses (optional category)Communication Skills –V11Behavioural Science- V11Foreign Language - V22FrenchGerman2Japanese2

GROUP 1						
BCH504	Financial Management – I	2	-	-	2	
BCH505	Fundamentals of Investment – I	2	-	-	2	
BCH506	Financial Markets, Institutions &	2	-	-	2	
	Financial Services – I					
BCH507	Insurance & Risk Management - I	2	-	-	2	
GROUP 2						
BCH508	Principles of Marketing – I	2	-	-	2	
BCH509	International Business – I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing – I	2	-	-	2	
GROUP 3						
BCH512	Human Resource Management - I	2	-	-	2	
BCH513	Compensation Management - I	2	-	-	2	
BCL524	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
GROUP 4						
BCH516	Corporate Tax Planning – I	2	-	-	2	
BCH517	Computerized Accounting System - I	2	-	-	2	
BCH518	Business Data Processing - I	2	-	-	2	
BCH519	Comparative Accounting Systems - I	2	-	-	2	
	TOTAL				29	

SIXTH SEMESTER

SIXIHS	SEMESTER					
BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BBM601	Analytical Skill Building	3	1	-	4	
BCH655	Dissertation	-	-	-	9	
Value Add	led Courses (optional category)				<u>. </u>	
BCU641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	2	-	-	2	
Any four o GROUP 1	courses from the following four groups(n	ot more than	n two courses	from a grou	p)	
BCH604	Financial Management – II	2	-	-	2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services – II	2	-	-	2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
GROUP 2						
BCH608	Principles of Marketing – II	2	-	-	2	
BCH609	International Business – II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing – II	2	-	-	2	
GROUP 3						
BCH612	Human Resource Management - II	2	-	-	2	
BCH613	Compensation Management - II	2	-	-	2	
BCL624	Industrial Relations & Labour Laws - II	2	-	-	2	
BCH615	Human Resource Accounting - II	2	-	-	2	

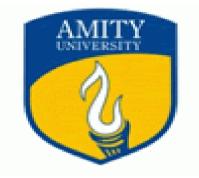
GROUP 4						
BCH616	Corporate Tax Planning - II	2	-	-	2	
BCH617	Computerized Accounting System - II	2	-	-	2	
BCH618	Business Data Processing - II	2	-	-	2	
BCH619	Comparative Accounting Systems - II	2	-	-	2	
	TOTAL				32	

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Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time



Programme Structure and Curriculum & Scheme of Examination

2019-22

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

BCOM (H) 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credits	No.
		Per Week	Per Week	Per Week		
BCH101	Business Organization &	3	1	-	4	
	Management					
BCH102	Basic Concepts of Financial	3	1	-	4	
	Accounting					
BCH103	Microeconomic Theory &	2	1	-	3	
	Applications – I					
BBM101	Elementary Business Mathematics	2	1	-	3	
BCL125	Business & Economic Laws - I	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
	Select any one of the following:	2	1	-	3	
BCH107	Indian History					
BCH108	Mathematics					
BCH109	 Democracy &Governance in 					
	India					
	ed Courses (optional category)	-				
BCU 141	Communication Skills –I	1	-	-	1	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
FLU 144	French					
BCH145	German					
BCH146	Spanish					
BCH147	Japanese					
BCH148	Chinese					
	TOTAL				26	

SECOND SEMESTER

BCH201	Financial Accounting – II	3	1	-	4	
BCH202	Microeconomic Theory &	2	1	-	3	
	Applications – II					
BCM201	Advanced Business Mathematics	2	1	-	3	
CSE 201	Computer Applications in Business	3	-	2	4	
	Management					
BCL225	Business & Economic Laws - II	2	1	-	3	
EVS 242	Environmental Studies - II	2	-	-	2	
BCH2 07	Psychology & Ethics	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	1	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
FLU 244	French					
BCH245	German					
BCH246	Spanish					
BCH247	Japanese					
BCH248	Chinese					
	TOTAL				26	

TERM PAPER

THIRD SEMESTER

BCH301 Corporate Accounting – I	3	1	-	4	
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BCH302	Cost Accounting – I	2	1	_	3	
BCH303	Microeconomic Theory &	2	1	-	3	
	Applications – III					
BBM301	Business Statistics	2	1	-	3	
BCL325	Corporate Laws – I	2	1		3	
BCL326	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
Value Add	led Courses (optional category)					
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
FLU 344	French					
BCH345	German					
BCH346	Spanish					
BCH347	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
	TOTAL				30	

FOURTH SEMESTER

100111						
BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory &	2	1	-	3	
	Applications – IV					
BCM401	Statistical Methods in Research	2	1	-	3	
BCL425	Corporate Laws – II	2	1		3	
BCL426	Income Tax Law & Practice – II	3	1	-	4	
BCH407	Auditing	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU441	Communication Skills –IV	1	-	-	1	
BSU 443	Behavioural Science- IV	1	-	-	1	
	Foreign Language – IV	2	-	-	2	
FLU444	French					
BCH445	German					
BCH446	Spanish					
BCH447	Japanese					
BCH448	Chinese					
	TOTAL				27	

SUMMER INTERNSHIP – 8 – 10 WEEKS

FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3	
BCH502	Macro Economics	3	1	-	4	
BBM501	Operations Research	3	1	-	4	
BCH550	Summer Internship (Evaluation)	-	-	-	6	
Value Add	ed Courses (optional category)					
BCU541	Communication Skills –V	1	-	-	1	
BSU543	Behavioural Science- V	1	-	-	1	
	Foreign Language - V	2	-	-	2	
FLU544	French					
BCH545	German					
BCH546	Spanish					
BCH547	Japanese					
BCH548	Chinese					
Any four c	ourses from the following four groups(n	ot more than	two courses	from a grou	p)	

GROUP 1						
BCH504	Financial Management – I	2	-	-	2	
BCH505	Fundamentals of Investment – I	2	-	-	2	
BCH506	Financial Markets, Institutions &	2	-	-	2	
	Financial Services – I					
BCH507	Insurance & Risk Management - I	2	-	-	2	
GROUP 2						
BCH508	Principles of Marketing – I	2	-	-	2	
BCH509	International Business – I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing – I	2	-	-	2	
GROUP 3						
BCH512	Human Resource Management - I	2	-	-	2	
BCH513	Compensation Management - I	2	-	-	2	
BCL524	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
GROUP 4						
BCH516	Corporate Tax Planning – I	2	-	-	2	
BCH517	Computerized Accounting System - I	2	-	-	2	
BCH518	Business Data Processing - I	2	-	-	2	
BCH519	Comparative Accounting Systems - I	2	-	-	2	
	TOTAL				29	

SIXTH SEMESTER

SIATHS	SEMESTER					
BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BBM601	Analytical Skill Building	3	1	-	4	
BCH655	Dissertation	-	-	-	9	
Value Add	led Courses (optional category)					
BCU641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	2	-	-	2	
Any four of GROUP 1	courses from the following four groups(n	ot more thar	two courses	from a grou	p)	
BCH604	Financial Management – II	2	-	-	2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services – II	2	-	-	2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
GROUP 2						
BCH608	Principles of Marketing – II	2	-	-	2	
BCH609	International Business – II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing – II	2	-	-	2	
GROUP 3						
BCH612	Human Resource Management - II	2	-	-	2	
BCH613	Compensation Management - II	2	-	-	2	
BCL624	Industrial Relations & Labour Laws - II	2	-	-	2	
BCH615	Human Resource Accounting - II	2	-	-	2	

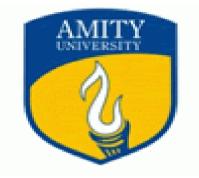
GROUP 4						
BCH616	Corporate Tax Planning - II	2	-	-	2	
BCH617	Computerized Accounting System - II	2	-	-	2	
BCH618	Business Data Processing - II	2	-	-	2	
BCH619	Comparative Accounting Systems - II	2	-	-	2	
	TOTAL				32	

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Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time



Programme Structure and Curriculum & Scheme of Examination

2019-22

AMITY UNIVERSITY MADHYA PRADESH GWALIOR

PREAMBLE

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2019

BCOM (H) 2019-22 PROGRAMME STRUCTURE

FIRST SEMESTER

Course	Course Title	Lecture	Tutorial	Practical	Total	Page
Code		(L) Hours	(T) Hours	(P) Hours	Credits	No.
		Per Week	Per Week	Per Week		
BCH101	Business Organization &	3	1	-	4	
	Management					
BCH102	Basic Concepts of Financial	3	1	-	4	
	Accounting					
BCH103	Microeconomic Theory &	2	1	-	3	
	Applications – I					
BBM101	Elementary Business Mathematics	2	1	-	3	
BCL125	Business & Economic Laws - I	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
	Select any one of the following:	2	1	-	3	
BCH107	Indian History					
BCH108	Mathematics					
BCH109	Democracy & Governance in					
	India					
	ed Courses (optional category)					
BCU 141	Communication Skills –I	1	-	-	1	
BSU 143	Behavioural Science- I	1	-	-	1	
	Foreign Language - I	2	-	-	2	
FLU 144	French					
BCH145	German					
BCH146	Spanish					
BCH147	Japanese					
BCH148	Chinese					
	TOTAL				26	

SECOND SEMESTER

BCH201	Financial Accounting – II	3	1	-	4	
BCH202	Microeconomic Theory &	2	1	-	3	
	Applications – II					
BCM201	Advanced Business Mathematics	2	1	-	3	
CSE 201	Computer Applications in Business	3	-	2	4	
	Management					
BCL225	Business & Economic Laws - II	2	1	-	3	
EVS 242	Environmental Studies - II	2	-	-	2	
BCH2 07	Psychology & Ethics	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU 241	Communication Skills –II	1	-	-	1	
BSU 243	Behavioural Science- II	1	-	-	1	
	Foreign Language - II	2	-	-	2	
FLU 244	French					
BCH245	German					
BCH246	Spanish					
BCH247	Japanese					
BCH248	Chinese					
	TOTAL				26	

TERM PAPER

THIRD SEMESTER

BCH301 Corporate Acco	ounting – I	3	1	-	4	
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BCH302	Cost Accounting – I	2	1	_	3	
BCH303	Microeconomic Theory &	2	1	-	3	
	Applications – III					
BBM301	Business Statistics	2	1	-	3	
BCL325	Corporate Laws – I	2	1		3	
BCL326	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
Value Add	led Courses (optional category)					
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
FLU 344	French					
BCH345	German					
BCH346	Spanish					
BCH347	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
	TOTAL				30	

FOURTH SEMESTER

BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory &	2	1	-	3	
	Applications – IV					
BCM401	Statistical Methods in Research	2	1	-	3	
BCL425	Corporate Laws – II	2	1		3	
BCL426	Income Tax Law & Practice – II	3	1	-	4	
BCH407	Auditing	2	1	-	3	
Value Add	ed Courses (optional category)					
BCU441	Communication Skills –IV	1	-	-	1	
BSU 443	Behavioural Science- IV	1	-	-	1	
	Foreign Language – IV	2	-	-	2	
FLU444	French					
BCH445	German					
BCH446	Spanish					
BCH447	Japanese					
BCH448	Chinese					
	TOTAL				27	

SUMMER INTERNSHIP - 8 - 10 WEEKS

FIFTH SEMESTER

Management Accounting – I	2	1	-	3		
Macro Economics	3	1	-	4		
Operations Research	3	1	-	4		
Summer Internship (Evaluation)	-	-	-	6		
ed Courses (optional category)						
Communication Skills –V	1	-	-	1		
Behavioural Science- V	1	-	-	1		
Foreign Language - V	2	-	-	2		
French						
German						
Spanish						
Japanese						
Chinese						
ourses from the following four groups(n	ot more than	two courses	from a grou	p)		
	Management Accounting – I Macro Economics Operations Research Summer Internship (Evaluation) ed Courses (optional category) Communication Skills –V Behavioural Science- V Foreign Language - V French German Spanish Japanese Chinese	Management Accounting – I 2 Macro Economics 3 Operations Research 3 Summer Internship (Evaluation) - ed Courses (optional category) - Communication Skills –V 1 Behavioural Science- V 1 Foreign Language - V 2 French German Spanish Japanese Chinese -	Management Accounting – I21Macro Economics31Operations Research31Summer Internship (Evaluation)ed Courses (optional category)Communication Skills –V1-Behavioural Science- V1-Foreign Language - V2-FrenchGerman-SpanishJapanese-Chinese	Management Accounting – I21-Macro Economics31-Operations Research31-Summer Internship (Evaluation)ed Courses (optional category)Communication Skills –V1Behavioural Science- V1Foreign Language - V2FrenchGermanSpanishJapaneseChinese	Management Accounting – I21-3Macro Economics31-4Operations Research31-4Summer Internship (Evaluation)6ed Courses (optional category)Communication Skills –V11Behavioural Science- V11Foreign Language - V22FrenchGerman2Japanese2	

GROUP 1						
BCH504	Financial Management – I	2	-	-	2	
BCH505	Fundamentals of Investment – I	2	-	-	2	
BCH506	Financial Markets, Institutions &	2	-	-	2	
	Financial Services – I					
BCH507	Insurance & Risk Management - I	2	-	-	2	
GROUP 2						
BCH508	Principles of Marketing – I	2	-	-	2	
BCH509	International Business – I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing – I	2	-	-	2	
GROUP 3						
BCH512	Human Resource Management - I	2	-	-	2	
BCH513	Compensation Management - I	2	-	-	2	
BCL524	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
GROUP 4						
BCH516	Corporate Tax Planning – I	2	-	-	2	
BCH517	Computerized Accounting System - I	2	-	-	2	
BCH518	Business Data Processing - I	2	-	-	2	
BCH519	Comparative Accounting Systems - I	2	-	-	2	
	TOTAL				29	

SIXTH SEMESTER

SIATHS	SEMESTER					
BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BBM601	Analytical Skill Building	3	1	-	4	
BCH655	Dissertation	-	-	-	9	
Value Add	led Courses (optional category)					
BCU641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	2	-	-	2	
Any four o GROUP 1	courses from the following four groups(n	ot more than	two courses	from a grou	p)	
BCH604	Financial Management – II	2	-	-	2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services – II	2	-	-	2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
GROUP 2						
BCH608	Principles of Marketing – II	2	-	-	2	
BCH609	International Business – II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing – II	2	-	-	2	
GROUP 3						
BCH612	Human Resource Management - II	2	-		2	
BCH613	Compensation Management - II	2	-	-	2	
BCL624	Industrial Relations & Labour Laws - II	2			2	
BCH615	Human Resource Accounting - II	2	-	-	2	

GROUP 4						
BCH616	Corporate Tax Planning - II	2	-	-	2	
BCH617	Computerized Accounting System - II	2	-	-	2	
BCH618	Business Data Processing - II	2	-	-	2	
BCH619	Comparative Accounting Systems - II	2	-	-	2	
	TOTAL				32	

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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time



Programme Structure, Curriculum & Scheme of Examination

2017

AMITY UNIVERSITY MADHYA PRADESH

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

Components	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	СТ	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2015

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credits	Page No.
MBA101	Management Process &	3	-	2	4	
	Organizational Behavior					
MBA102	Accounting for Management	3	-	2	4	
MBA103	Economic Analysis	3	-	2	4	
MBA104	Marketing Management	2	-	2	3	
MBA105	Information Technology for Managers	3	-	-	3	
MBA106	Quantitative Techniques in Management	3	-	2	4	
MBA107	Legal Aspects of Business	3	-	-	3	
Value Add	ed Courses (optional category)				•	
MBA142	Business Communication for Managers	1	-	-	1	
MBA143	Self-development and Interpersonal skills	1	-	-	1	
MBA144 MBA145 MBA146 MBA147 MBA148	Foreign Language – I French German Spanish Japanese Chinese	2	-	-	2	
	TOTAL				29	

SECOND SEMESTER

SECOND	SEMESTER					
MBA201	Human Resource Management	3	-	2	4	
MBA202	Financial Management	3	-	2	4	
MBA203	International Business & Practices	2	-	2	3	
MBA204	Business Research Methods	3	-	2	4	
MBA205	Operations Management	3	-	2	4	
MBA206	Management Science	2	-	1	3	
MBA207	Knowledge Management	3	-	-	3	
MBA208	Managerial Competency & Career Development (Non-Credit course)	1	-	-	-	
Value Adde	d Courses (optional category)	•				
MBA242	Business Correspondence	1	-	-	1	
MBA243	Conflict Resolution & Management	1	-	-	1	
MBA244 MBA245 MBA246 MBA247 MBA248	Foreign Language – II French German Spanish Japanese Chinese	2	-	-	2	
	TOTAL				29	

SUMMER INTERNSHIP (8 -10 WEEKS)

HIRD SEMESTER

HIRD SE	EMESTER					
MBA301	Strategic Management	3	-	-	3	
MBA302	Managing Excellence (Non Credit Course)	1	-	-	-	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
Value Add	ed Courses (optional category)					
MBA342	Business Communication for Managerial Competence	1	-	-	1	
MBA343	Professional Competencies & Career Development	1	-	-	1	
MBA344	Foreign Language – III French	2	-	-	2	
MBA345	German					
MBA346	Spanish					
MBA347	Japanese					
MBA348	Chinese					
	E (Any six courses out of any two progra	ammes in a	combination of	(4+2 or 3+3)		
	RENEURSHIP & LEADERSHIP					
MBA303	Entrepreneurship Process & Behaviour	2		2	3	
MBA304	Innovation in Business & Enterprise	2	-	<mark>2</mark>	<mark>3</mark>	
MBA305	Evaluating Business Opportunities	2	-	2	<mark>3</mark>	
MBA306	Emerging Business Sectors & Technologies	2	-	2	3	
FINANCE	& ACCOUNTING					
MBA307	Cost and Management Accounting	2	-	2	3	
MBA308	Project Planning, Appraisal & Control	2	-	2	3	
MBA309	International Financial Management	2		2	3	
MBA310	Management of Financial Services	2	i	2	3	
MBA311 MBA311	Security Analysis & Portfolio	2		2	3	
HIMANE	Management RESOURCE					
MBA312	Industrial Relations & Labour Laws	2		2	3	
MBA312 MBA313	Organizational Change & Development			2	3	
MBA313 MBA314	Performance & Competency	2	-	2	3	
MDA514	Management	2	-	2	3	
MBA315	Training & Development	2		2	3	
MBA316	Strategic Human Resource Management	2		2	3	
INTERNA	TIONAL BUSINESS					
MBA317	International Trade Finance	2		2	3	
MBA318	International Commodity Management	2		2	3	
MBA319	International Economics & Policy	2		2	3	
MBA365 MBA365	International Trade Procedures &	2	-	2	<u> </u>	
	Documentation					
MBA366	Foreign Exchange Management	2		<mark>2</mark>	<mark>3</mark>	
	CE MANAGEMENT					
MBA367	Application of General Insurance	2	-	2	3	
MBA368	Life Insurance – Underwriting & Claims	2	-	2	3	
MBA369	Regulatory Framework of Insurance	2	-	2	3	
MBA370	Risk Management & Insurance	2	-	2	3	
INFORMA	TION TECHNOLOGY					
MBA371	Business Process System	2	-	2	3	
C	•	·		•		r

MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intellegence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
MARKET	ING & SALES					
MBA376	Consumer Behaviour	2		2	<mark>3</mark>	
MBA377	Distribution & Logistics Management	2	-	2	3	
MBA378	Sales Management	2		2	<mark>3</mark>	
MBA379	Product & Brand Management	2		2	<mark>3</mark>	
MBA380	Rural Marketing	2	-	2	3	
OPERATI	ONS MANAGEMENT					
MBA381	Management of Technology & Innovation	2	-	2	3	
MBA382	Supply Chain Management	2	-	2	3	
MBA383	Project Management	2	-	2	3	
MBA384	Manufacturing Competitiveness	2	-	2	3	
MBA385	Total Quality & Competitive Advantage	2	-	2	3	
RETAIL N	IANAGEMENT					
MBA386	Fundamentals of Retailing	2	-	2	3	
MBA387	Merchandising Management	2	-	2	3	
MBA388	Retail Supply Chain & Logistics Management	2	-	2	3	
MBA389	Franchising in Retailing	2	-	2	3	
MBA390	Retailing of Insurance Products & Financial Services	2	-	2	3	
	TOTAL				34	

FOURTH SEMESTER

FUCKI						
MBA401	Management in Action – Social,	3	1	-	4	
	Economic & Ethical Issues					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	9	
Value Adde	ed Courses (optional category)					
MBA442	Business Etiquette and Protocol	1	-	-	1	
MBA443	Leadership & Managing Skills	1	-	-	1	
	Foreign Language – IV	2	-	-	2	
MBA444	French					
MBA445	German					
MBA446	Spanish					
MBA447	Japanese					
MBA448	Chinese					
ELECTIVI	E (Any six courses out of any two stream	ns (same as	in Sem III) in a	combination	of 4+2 or 3-	+3)
ELECTIVI	E (Any six courses out of any two stream	ns (same as	in Sem III) in a	combination	of 4+2 or 3-	+3)
ENTREPR	ENEURSHIP & LEADERSHIP					
MBA402	Managing Corporate Entrepreneurship	2	-	2	<mark>3</mark>	
MBA403	Family Business Management	2	-	2	3	
MBA404	Small Business Management &	2	-	2	<mark>3</mark>	
	Strategies					
MBA405	Financing New Ventures & Businesses	2	-	2	<mark>3</mark>	
FINANCE	& ACCOUNTING					

MBA406	Corporate Tax Planning	2		2	3	
MBA407	Financial Engineering	2	-	2	3	
MBA408	Management of Financial Institutions	2		2	3	
MBA409	Strategic Financial Management	2		2	3	
MBA410	Commercial Banking	2	_	2	3	
	RESOURCE	2		2		
MBA411	Compensation & Reward Management	2		2	3	
MBA412	Measurement in Human Resource	2		2	3	
MBA413	Global Human Resource Management	2		2	3 3	
MBA414 MBA414	Organizational Design & Structural	2		2	3	
	Processes	2		2	5	
MBA415	Managerial Counselling	2	-	2	<mark>3</mark>	
INTERNA	TIONAL BUSINESS		_			
MBA416	Foreign Trade Policy	2	_	2	<mark>3</mark>	
MBA417	International Supply Chain	2		2	3	
	Management		-	_		
MBA418	International Cross Culture & Diversity	2	-	2	3	
	Management					
MBA419	Global Outsourcing: Issues &	2	•	2	<mark>3</mark>	
MBA465	Perspective Global Business Operations	2		2	3	
	CE MANAGEMENT	2		2	5	
MBA466	Commercial Insurance Underwriting &	2		2	3	
WIDA400	Operations	2	-	2	5	
MBA467	Insurance Accounts & Fund	2	-	2	3	
	Management					
MBA468	Insurance Marketing & Client	2	-	2	3	
	Management	-		2	2	
MBA469	Product Development & Pricing	2	-	2	3	
	ATION TECHNOLOGY	-		2		
MBA470	System Analysis & Design	2	-	2	3	
MBA471	Enterprise Management	2	-	2	3	
MBA472	Information Security & Risk Management	2	-	2	3	
MBA473	Marketing of IT Solutions	2		2	3	
MBA474	Software Quality Assurance	2		2	3	
	ING & SALES	2		2	5	
MBA475	Advertising & Sales Promotion	2		2	3	
MBA475 MBA476	Customer Relationship Management	2		2	3	
MBA470 MBA477	Industrial Marketing	2		2	3	
MBA477 MBA478	International Marketing	2		2	3	
MBA478 MBA479	Marketing of Services	2		2	3 3	
	ONS MANAGEMENT				2	
MBA480	Service Operations Management	2		2	3	
MBA480 MBA481	Operations Strategy	2	-	2	3	
MBA481 MBA482	Lean Six Sigma	2	-	2	3	
MBA482 MBA483	Facility Planning & Total Productive	2	-	2	3	
	Maintenance		-			
MBA484	Process Analysis & Theory of Constraints	2	-	2	3	
	ANAGEMENT					
MBA485	Mall Dynamics & Real Estate	2	-	2	3	

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	Management					
MBA486	Visual Merchandising & Space Planning	2	-	2	3	
MBA487	Retail Sales & Category Management	2	-	2	3	
MBA488	Retail Branding & CRM	2	-	2	3	
MBA489	E-Retailing	2	-	2	3	
	TOTAL				35	

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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time



Programme Structure, Curriculum & Scheme of Examination

2018

AMITY UNIVERSITY MADHYA PRADESH

PREAMBLE

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<u>Components</u>	Codes	Weightage (%)
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Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credit s
MBA101	Organization Behavior	2	-		2
MBA102	Financial Reporting, Statements and Analysis	2	2		3
MBA103	Managerial (Micro) Economics	2	2		3
MBA104	Marketing Management	2	-	2	3
MBA105	Computer Applications for Business	2	-	-	2
MBA106	Business Statistics and Analytics for decision Making	2	2	-	3
MBA107	Legal and Business Environment (Micro & Macro)	3	-	-	3
MBA108	Indian Ethos and Business Ethics	2			2
MBA109	Indian Financial system and Financial Markets	2			2
Value Add	ed Courses (optional category)				
MBA142	Business Communication	1	-	-	1
MBA143	Self-development and Interpersonal skills	1	-	-	1
MD A 144	Foreign Language – I French	2	-	-	2
MBA144 MBA145 MBA146 MBA147 MBA148	French German Spanish Japanese Chinese				
	TOTAL				27



SECOND SEMESTER

	TOTAL				28
MBA248	Chinese				
MBA247	Japanese				
MBA246	Spanish				
MBA245	German				
MBA244	French				
	Foreign Language – II	2	-	-	2
	Management				
MBA243	Conflict Resolution &	1	-	-	1
MBA242	Business Communication	1	-	-	1
Value Adde	d Courses (optional category)				1
MBA209	Corporate Strategy	3			3
MBA208	Organizational Design	2			2
MBA207	Entrepreneurship	2	-	-	2
MBA206	Quantitative Techniques	2	2	-	3
MBA205	Operations Management	2	2		3
MBA204	Marketing Research	2	-	2	3
MBA203	Indian Economy & Policy	2			2
MBA202	Corporate Finance	2	2	-	3
MBA201	Human Resource Management	3			3

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PROGRAMME STRUCTURE

THIRD SEMESTER

SEMESTER		1	r	-	
Project Management	3	-	-	3	
Summer Internship (Evaluation)	-	-	-	9	
ed Courses (optional category)				•	
Business Communication	1	-	-	1	
Professional Competencies & Career	1	-	-	1	
*	2	_	_	2	
French	-			-	
German					
Spanish					
	•				
	mmes in a	a combination of	(4+2 or 3+3)		
		_			
	2		2	3	
	2		2	<mark>3</mark>	
Technology Appreciation and Intellectual Property Rights	2	-	2	<mark>3</mark>	
Entrepreneurial Marketing	2	-	2	3	
& ACCOUNTING					
Valuation	2	-	2	3	
Project Appraisal and Finance	2	-	2	3	
	2		2	3	
Services	-	•	-		
Investment Analysis and Portfolio Management	2	-	2	<mark>3</mark>	
RESOURCE					
Employee Relations	2		2	3	
Manpower Planning, Recruitment, and	2	-	2	3	
	2		2	3	
		_			
			2	3	
	=	•	-		
TIONAL BUSINESS					
International Trade Finance	2		2	3	
International Labour Organization and	2	-	2	3	
	2	_	2	3	
Laws	-		_		
International Trade Procedures &	2	-	2	<mark>3</mark>	
Foreign Exchange Management	<mark>2</mark>	_	2	3	
CE MANAGEMENT		-			
	2	-	2	3	
Life Insurance – Underwriting &	2	-	2	3	
	Project Management Summer Internship (Evaluation) ed Courses (optional category) Business Communication Professional Competencies & Career Development Foreign Language – III French German Spanish Japanese Chinese E (Any six courses out of any two progra ENEURSHIP & LEADERSHIP Entrepreneurial Lab Innovation Technology Management Technology Appreciation and Intellectual Property Rights Entrepreneurial Marketing & ACCOUNTING Valuation Project Appraisal and Finance International Finance Financial markets and Financial Services Investment Analysis and Portfolio Management ESOURCE Employee Relations Manpower Planning, Recruitment, and Selection Performance Management Systems Understanding Self-Indian Perspective Strategic Human Resource Management TIONAL BUSINESS International Labour Organization and International Labour Organization and International Labour Jacour Jacours and Trade Laws International Frade Procedures &	Project Management3Summer Internship (Evaluation)-ed Courses (optional category)Business Communication1Professional Competencies & Career1Development2Foreign Language – III2French2GermanSpanishJapaneseChineseChinese2E (Any six courses out of any two programmes in aENEURSHIP & LEADERSHIPEntrepreneurial Lab2Innovation Technology Management2Technology Appreciation and Intellectual Property RightsEntrepreneurial Marketing2& ACCOUNTING2Valuation2Project Appraisal and Finance2International Finance2Entreational Finance2Investment Analysis and Portfolio Management2ESOURCE2Employee Relations2Manpower Planning, Recruitment, and Selection2Performance Management Systems2Understanding Self-Indian Perspective2Strategic Human Resource Management2International Labour Organization and International Labour Organization and International Economics and Trade Laws2International Trade Procedures & Documentation2International Conomics and Trade Laws2Life Insurance – Underwriting &2Life Insurance – Underwriting &2	Project Management3-Summer Internship (Evaluation)ed Courses (optional category)Business Communication1-Professional Competencies & Career1-Development2-Foreign Language – III2-French2-GermanSpanishJapaneseChinese2-Entrepreneurial Lab2-Innovation Technology Management2-Technology Appreciation and Intellectual Property Rights2-Entrepreneurial Marketing2-Valuation2-Valuation2-Project Appraisal and Finance2-International Finance2-ESOURCE2-Employee Relations2-Estorices2-International Self-Indian Perspective2-Strategic Human Resource Management2-Strategic Human Resource Management2-International Trade Finance2-International Labour Organization and 	Project Management3-Summer Internship (Evaluation)Business Communication1-Professional Competencies & Career1-Development2-Foreign Language – III2-FrenchGerman2SpanishJapaneseChinese2Chinese2Enterpreneurial Lab2Enterpreneurial Lab2Innovation Technology Management2International France2Project Appraisal and Finance2Project Appraisal and Finance2Ensources2International Finance2Project Appraisal and Finance2Ensources2International Finance2Project Appraisal and Portfolio2Management2Ensources2International Finance2Services2International Finance2Project Appraisal and Portfolio2Management2Ensources2International Enance2Profestion and2Profestion and2Services2International Labour Crashitation andInternational Labour Crashitation andInte	Project Management 3 - - 3 Summer Internship (Evaluation) - - 9 ed Courses (optional category) - - 9 ed Courses (optional category) - - 1 Professional Competencies & Career 1 - - 1 Pervelopment - - 2 - - 2 French - - 1 - - 2 French - - - 2 - - 2 Foreign Language – III 2 - - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 3 - - 3 - - 2 3 - - 2 3 - 2 3 - 2 3 - 2 3 - 2 3 - 2 3 - 2

MBA369	Regulatory Framework of Insurance	2	-	2	3	
MBA370	Risk Management & Insurance	2	-	2	3	
INFORMA	ATION TECHNOLOGY					
MBA371	Business Process System	2	-	2	3	
MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intellegence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
MARKET	ING & SALES					
MBA376	Consumer Behaviour	<mark>2</mark>	-	<mark>2</mark>	<mark>3</mark>	
MBA377	Retailing Management	2	-	2	3	
MBA378	Sales and Distribution Management	2		2	<mark>3</mark>	
MBA379	Product & Brand Management	2	-	2	<mark>3</mark>	
MBA380	Business to Business Marketing	2	-	2	3	
OPERATI	ONS MANAGEMENT					
MBA381	Management of Technology & Innovation	2	-	2	3	
MBA382	Supply Chain Management	2	-	2	3	
MBA383	Project Management	2	-	2	3	
MBA384	Manufacturing Competitiveness	2	-	2	3	
MBA385	Total Quality & Competitive Advantage	2	-	2	3	
RETAIL N	IANAGEMENT					
MBA386	Fundamentals of Retailing	2	-	2	3	
MBA387	Merchandising Management	2		2	3	
MBA388	Retail Supply Chain & Logistics Management	2	-	2	3	
MBA389	Franchising in Retailing	2	-	2	3	
MBA390	Retailing of Insurance Products & Financial Services	2	-	2	3	
	TOTAL				34	

FOURTH SEMESTER

MBA401	Corporate Social Responsibility and Sustainability	2		-	2		
MBA420	Managerial Skills For Effectiveness	2			2		
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6		
Value Adde	d Courses (optional category)	•	•				
MBA442	Business Communication IV	1	-	-	1		
MBA443	Leadership & Managing Skills	1	-	-	1		
	Foreign Language – IV	2	-	-	2		
MBA444	French						
MBA445	German						
MBA446	Spanish						
MBA447	Japanese						
MBA448	Chinese						
ELECTIVE	C (Any six courses out of any two stream	ns (same as	s in Sem III) in a	combination of	of 4+2 or 3-	+3)	
ELECTIVE	ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)						
ENTREPR	ENEURSHIP & LEADERSHIP						
MBA402	Indian Models in Entrepreneurship	2	-	2	3		

MBA403	Family Business Management	2		2	3	
			-			
MBA404	Venture Valuation and Accounting	2	-	2	3	
MBA405	Social Entrepreneurship	2	-	2	3	
	& ACCOUNTING					
MBA406	Taxation	2	-	2	3	
MBA407	Financial Derivatives	2	-	2	3	
MBA408	Managing Banks and Financial Institutions	2	-	2	3	
MBA409	Mergers, Acquisitions and Corporate Restructuring	2	-	2	3	
MBA410	Behavioral Finance	2	-	2	3	
HUMAN R	ESOURCE					
MBA411	Compensation and Benefit Management	2	-	2	3	
MBA412	Human Resource Metrics and Analytics	2	-	2	3	
MBA413	International HRM: Approaches	2	-	2	3	
MBA414	Manpower Planning, Recruitment, and Selection	2	-	2	3	
MBA415	Team Dynamics at Work	2	-	2	3	
	FIONAL BUSINESS					
MBA416	Foreign Trade Policy	2	_	2	3	
MBA417	International Supply Chain	2	_	2	3	
	Management					
MBA418	International Cross Culture & Diversity Management	2	-	2	3	
MBA419	Global Outsourcing: Issues & Perspective	2	-	2	3	
MBA465	International Marketing	2	-	2	3	
INSURAN	CE MANAGEMENT					
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund Management	2	-	2	3	
MBA468	Insurance Marketing & Client Management	2	-	2	3	
MBA469	Product Development & Pricing	2	-	2	3	
INFORMA	TION TECHNOLOGY					
MBA470	System Analysis & Design	2	-	2	3	
MBA471	Enterprise Management	2	-	2	3	
MBA472	Information Security & Risk Management	2	-	2	3	
MBA473	Marketing of IT Solutions	2	-	2	3	
MBA474	Software Quality Assurance	2	-	2	3	
MARKETI	NG & SALES					
MBA475	Integrated Marketing Communication/Promotion Strategy	2	-	2	3	
MBA476	Digital and Social Media Marketing	2	_	2	3	
MBA477	Marketing to Base of Pyramid Consumers	2	-	2	3	
MBA478	International Marketing	2		2	3	
MBA479	Services Marketing	2		2	3	
	ONS MANAGEMENT	4	-	2	5	
MBA480	Service Operations Management	2		2	3	
IVIDA480	service Operations Management	2	-	2	3	

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MBA481	Operations Strategy	2	-	2	3	
MBA482	Lean Six Sigma	2	-	2	3	
MBA483	Facility Planning & Total Productive Maintenance	2	-	2	3	
MBA484	Process Analysis & Theory of Constraints	2	-	2	3	
RETAIL M	IANAGEMENT					
MBA485	Mall Dynamics & Real Estate Management	2	-	2	3	
MBA486	Visual Merchandising & Space Planning	2	-	2	3	
MBA487	Retail Sales & Category Management	2	-	2	3	
MBA488	Retail Branding & CRM	2	-	2	3	
MBA489	E-Retailing	2	-	2	3	
	TOTAL				35	

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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time



Programme Structure, Curriculum & Scheme of Examination

2019

AMITY UNIVERSITY MADHYA PRADESH

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

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The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2018

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credit s
MBA101	Organization Behavior	2	-		2
MBA102	Financial Reporting, Statements and Analysis	2	2		3
MBA103	Managerial (Micro) Economics	2	2		3
MBA104	Marketing Management	2	-	2	3
MBA105	Computer Applications for Business	2	-	-	2
MBA106	Business Statistics and Analytics for decision Making	2	2	-	3
MBA107	Legal and Business Environment (Micro & Macro)	3	-	-	3
MBA108	Indian Ethos and Business Ethics	2			2
MBA109	Indian Financial system and Financial Markets	2			2
Value Adde	ed Courses (optional category)				
BCM141	Business Communication- I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144 MBA145 MBA146 MBA147 MBA148	Foreign Language – I French German Spanish Japanese Chinese	2	-	-	2
	TOTAL				27

SECOND SEMESTER

	TOTAL				28
MBA248	Chinese				
MBA247	Japanese				
MBA246	Spanish				
MBA245	German				
FLP244	French				
	Foreign Language – II	2	-	-	2
BSP243	Behavioural Science- II	1	-	-	1
BCM241	Business Communication- II	1	-	-	1
Value Adde	d Courses (optional category)				
MBA209	Corporate Strategy	3			3
MBA208	Organizational Design	2			2
MBA207	Entrepreneurship	2	-	-	2
MBA206	Quantitative Techniques	2	2	-	3
MBA205	Operations Management	2	2	-	3
MBA204	Marketing Research	2	-	2	3
MBA203	Indian Economy & Policy	2			2
MBA202	Corporate Finance	2	2	-	3
MBA201	Human Resource Management	3			3

SUMMER INTERNSHIP (8 -10 WEEKS)

THIRD SEMESTER

MBA301	Project Management	3	-	-	3	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
Value Adde	d Courses (optional category)					
BCM341	Business Communication- III	1	-	-	1	
BSP343	Behavioural Science- III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
FLP 344	French					
MBA345	German					
MBA346	Spanish					
MBA347	Japanese					
MBA348	Chinese					
ELECTIVE	C (Any six courses out of any two progra	ammes in a	combination of	2 4+2 or 3+3)		
ENTREPRI	ENEURSHIP & LEADERSHIP					
MBA303	Entrepreneurial Lab	2	-	2	3	
MBA304	Innovation Technology Management	2	-	2	3	
MBA305	Technology Appreciation and Intellectual Property Rights	2	-	2	3	
MBA306	Entrepreneurial Marketing	2	-	2	3	
FINANCE of	& ACCOUNTING					
MBA307	Valuation	2	-	2	3	
MBA308	Project Appraisal and Finance	2	-	2	3	
MBA309	International Finance	2	-	2	3	
MBA310	Financial markets and Financial Services	2	-	2	3	
MBA311	Investment Analysis and Portfolio Management	2	-	2	3	

HUMAN R	ESOURCE					
MBA312	Employee Relations	2	_	2	3	
MBA313	Manpower Planning, Recruitment, and Selection	2	-	2	3	
MBA314	Performance Management Systems	2	_	2	3	
MBA315	Understanding Self-Indian Perspective	2	_	2	3	
MBA316	Strategic Human Resource Management	2	-	2	3	
INTERNA'	TIONAL BUSINESS					
MBA317	International Trade Finance	2	-	2	3	
MBA318	International Labour Organization and International Labour Laws	2	-	2	3	
MBA319	International Economics and Trade Laws	2	-	2	3	
MBA365	International Trade Procedures & Documentation	2	-	2	3	
MBA366	Foreign Exchange Management	2	-	2	3	
INSURAN	CE MANAGEMENT					
MBA367	Application of General Insurance	2	-	2	3	
MBA368	Life Insurance – Underwriting & Claims	2	-	2	3	
MBA369	Regulatory Framework of Insurance	2	-	2	3	
MBA370	Risk Management & Insurance	2	-	2	3	
INFORMA	TION TECHNOLOGY					
MBA371	Business Process System	2	-	2	3	
MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intellegence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
MARKETI	ING & SALES					
MBA376	Consumer Behaviour	2	-	2	3	
MBA377	Retailing Management	2	-	2	3	
MBA378	Sales and Distribution Management	2	-	2	3	
MBA379	Product & Brand Management	2	-	2	3	
MBA380	Business to Business Marketing	2	-	2	3	
OPERATI	ONS MANAGEMENT					
MBA381	Management of Technology & Innovation	2	-	2	3	
MBA382	Supply Chain Management	2	-	2	3	
MBA383	Project Management	2	-	2	3	
MBA384	Manufacturing Competitiveness	2	-	2	3	
MBA385	Total Quality & Competitive Advantage	2	-	2	3	
RETAIL M	IANAGEMENT					
MBA386	Fundamentals of Retailing	2	-	2	3	
MBA387	Merchandising Management	2	-	2	3	
MBA388	Retail Supply Chain & Logistics Management	2	-	2	3	
MBA389	Franchising in Retailing	2	-	2	3	
MBA390	Retailing of Insurance Products & Financial Services	2	-	2	3	

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TOTAL		34	

FOURTH SEMESTER

FOURTH	H SEMESTER					
MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
Value Add	ed Courses (optional category)		1		1	
BCM441	Business Communication- IV	1	-	_	1	
BSP443	Behavioural Science- IV	1	_	_	1	
551 115	Foreign Language – IV	2			2	
FLP444	French	2	-	-	2	
MBA445	German					
MBA446	Spanish					
MBA447	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
	E (Any six courses out of any two stream E (Any six courses out of any two stream					
	ENEURSHIP & LEADERSHIP					- /
MBA402	Indian Models in Entrepreneurship	2	_	2	3	
MBA403	Family Business Management	2	_	2	3	
MBA403	Venture Valuation and Accounting	2	_	2	3	
-	č	2	-	2	3	
MBA405	Social Entrepreneurship	Z	-	2	3	
	& ACCOUNTING					
MBA406	Taxation	2	-	2	3	
MBA407	Financial Derivatives	2	-	2	3	
MBA408	Managing Banks and Financial Institutions	2	-	2	3	
MBA409	Mergers, Acquisitions and Corporate Restructuring	2	-	2	3	
MBA410	Behavioral Finance	2	-	2	3	
HUMAN F	RESOURCE					
MBA411	Compensation and Benefit Management	2	-	2	3	
MBA412	Human Resource Metrics and Analytics	2	-	2	3	
MBA413	International HRM: Approaches	2	-	2	3	
MBA414	Manpower Planning, Recruitment, and Selection	2	-	2	3	
MBA415	Team Dynamics at Work	2	-	2	3	
	TIONAL BUSINESS					
MBA416	Foreign Trade Policy	2	-	2	3	
MBA417	International Supply Chain Management	2	-	2	3	
MBA418	International Cross Culture & Diversity Management	2	-	2	3	
MBA419	Global Outsourcing: Issues & Perspective	2	-	2	3	
MBA465	International Marketing	2	_	2	3	
	CE MANAGEMENT	_			-	
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund	2	_	2	3	
		-	1	-	5	

	Management					
MBA468	Insurance Marketing & Client	2	-	2	3	
	Management					
MBA469	Product Development & Pricing	2	-	2	3	
INFORMA	ATION TECHNOLOGY					
MBA470	System Analysis & Design	2	-	2	3	
MBA471	Enterprise Management	2	-	2	3	
MBA472	Information Security & Risk Management	2	-	2	3	
MBA473	Marketing of IT Solutions	2	-	2	3	
MBA474	Software Quality Assurance	2	-	2	3	
MARKET	ING & SALES					
MBA475	Integrated Marketing Communication/Promotion Strategy	2	-	2	3	
MBA476	Digital and Social Media Marketing	2	-	2	3	
MBA477	Marketing to Base of Pyramid Consumers	2	-	2	3	
MBA478	International Marketing	2	-	2	3	
MBA479	Services Marketing	2	-	2	3	
OPERATI	ONS MANAGEMENT					
MBA480	Service Operations Management	2	-	2	3	
MBA481	Operations Strategy	2	-	2	3	
MBA482	Lean Six Sigma	2	-	2	3	
MBA483	Facility Planning & Total Productive Maintenance	2	-	2	3	
MBA484	Process Analysis & Theory of Constraints	2	-	2	3	
RETAIL N	IANAGEMENT					
MBA485	Mall Dynamics & Real Estate Management	2	-	2	3	
MBA486	Visual Merchandising & Space Planning	2	-	2	3	
MBA487	Retail Sales & Category Management	2	-	2	3	
MBA488	Retail Branding & CRM	2	-	2	3	
MBA489	E-Retailing	2	-	2	3	
	TOTAL				35	

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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time



Programme Structure, Curriculum & Scheme of Examination

2020

AMITY UNIVERSITY MADHYA PRADESH

PREAMBLE

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Case Discussion/ Presentation/ Analysis	С	05 - 10
Home Assignment	Н	05 - 10
Project	Р	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

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July, 2018

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credit s
MBA101	Organization Behavior	2	-		2
MBA102	Financial Reporting, Statements and Analysis	2	2		3
MBA103	Managerial (Micro) Economics	2	2		3
MBA104	Marketing Management	2	-	2	3
MBA105	Computer Applications for Business	2	-	-	2
MBA106	Business Statistics and Analytics for decision Making	2	2	-	3
MBA107	Legal and Business Environment (Micro & Macro)	3	-	-	3
MBA108	Indian Ethos and Business Ethics	2			2
MBA109	Indian Financial system and Financial Markets	2			2
Value Add	ed Courses (optional category)				-
BCM141	Business Communication-I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144 MBA145 MBA146	Foreign Language – I French German Spanish	2	-	-	2
MBA140 MBA147 MBA148	Japanese Chinese				
	TOTAL				27

SECOND SEMESTER

	TOTAL				28
MBA248	Chinese				
MBA247	Japanese				
MBA246	Spanish				
MBA245	German				
FLP244	French				
	Foreign Language – II	2	-	-	2
BSP243	Behavioural Science- II	1	_	_	1
BCM241	Business Communication- II	1	_	_	1
Value Adde	d Courses (optional category)		•		·
MBA209	Corporate Strategy	3			3
MBA208	Organizational Design	2			2
MBA207	Entrepreneurship	2	-	-	2
MBA206	Quantitative Techniques	2	2	-	3
MBA205	Operations Management	2	2	-	3
MBA204	Marketing Research	2	-	2	3
MBA203	Indian Economy & Policy	2			2
MBA202	Corporate Finance	2	2	-	3
MBA201	Human Resource Management	3			3

SUMMER INTERNSHIP (8 -10 WEEKS)

THIRD SEMESTER

MBA301	Project Management	3	-	-	3	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
Value Adde	ed Courses (optional category)		•	•		
BCM341	Business Communication- III	1	-	-	1	
BSP343	Behavioural Science- III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
FLP 344	French					
MBA345	German					
MBA346	Spanish					
MBA347	Japanese					
MBA348	Chinese					
ELECTIVI	E (Any six courses out of any two progr	ammes in a	a combination of	f 4+2 or 3+3)		
ENTREPR	ENEURSHIP & LEADERSHIP					
MBA303	Entrepreneurial Lab	2	-	2	3	
MBA304	Innovation Technology Management	2	-	2	3	
MBA305	Technology Appreciation and Intellectual Property Rights	2	-	2	3	
MBA306	Entrepreneurial Marketing	2	-	2	3	
FINANCE	& ACCOUNTING					
MBA307	Valuation	2	-	2	3	
MBA308	Project Appraisal and Finance	2	-	2	3	
MBA309	International Finance	2	-	2	3	
MBA310	Financial markets and Financial Services	2	-	2	3	
MBA311	Investment Analysis and Portfolio Management	2	-	2	3	

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MBA312	Employee Relations	2	_	2	3	
MBA313	Manpower Planning, Recruitment, and Selection	2	-	2	3	
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MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
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MBA387	Merchandising Management	2	-	2	3	
MBA388	Retail Supply Chain & Logistics Management	2	-	2	3	
MBA389	Franchising in Retailing	2	-	2	3	
MBA390	Retailing of Insurance Products & Financial Services	2	-	2	3	

TOTAL		34	

FOURTH SEMESTER

FOURTH	H SEMESTER					
MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
Value Add	ed Courses (optional category)		I			
BCM441	Business Communication- IV	1	-	-	1	
BSP443	Behavioural Science- IV	1	_	-	1	
551 115	Foreign Language – IV	2			2	
FLP444	French	2	-	-	2	
MBA445	German					
MBA446	Spanish					
MBA447	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
	E (Any six courses out of any two stream E (Any six courses out of any two stream					
	ENEURSHIP & LEADERSHIP	(-)
MBA402	Indian Models in Entrepreneurship	2	_	2	3	
MBA403	Family Business Management	2	_	2	3	
MBA403 MBA404	Venture Valuation and Accounting	2	-	2	3	
	6		-			
MBA405	Social Entrepreneurship	2	-	2	3	
	& ACCOUNTING					
MBA406	Taxation	2	-	2	3	
MBA407	Financial Derivatives	2	-	2	3	
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MBA409	Mergers, Acquisitions and Corporate Restructuring	2	-	2	3	
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MBA415	Team Dynamics at Work	2	-	2	3	
	TIONAL BUSINESS					
MBA416	Foreign Trade Policy	2	_	2	3	
MBA410 MBA417	International Supply Chain	2	_	2	3	
	Management		-			
MBA418	International Cross Culture & Diversity Management	2	-	2	3	
MBA419	Global Outsourcing: Issues & Perspective	2	-	2	3	
MBA465	International Marketing	2	-	2	3	
INSURAN	CE MANAGEMENT					
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund	2	-	2	3	
			1		-	

	Management					
MBA468	Insurance Marketing & Client Management	2	-	2	3	
MBA469	Product Development & Pricing	2	-	2	3	
INFORMA	ATION TECHNOLOGY					
MBA470	System Analysis & Design	2	-	2	3	
MBA471	Enterprise Management	2	-	2	3	
MBA472	Information Security & Risk Management	2	-	2	3	
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MBA486	Visual Merchandising & Space Planning	2	-	2	3	
MBA487	Retail Sales & Category Management	2	-	2	3	
MBA488	Retail Branding & CRM	2	-	2	3	
MBA489	E-Retailing	2	-	2	3	
	TOTAL				35	

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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time



Programme Structure, Curriculum & Scheme of Examination

2021

AMITY UNIVERSITY MADHYA PRADESH

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Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	А	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2018

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credit s
MBA101	Organization Behavior	2	-		2
MBA102	Financial Reporting, Statements and Analysis	2	2		3
MBA103	Managerial (Micro) Economics	2	2		3
MBA104	Marketing Management	2	-	2	3
MBA105	Computer Applications for Business	2	-	-	2
MBA106	Business Statistics and Analytics for decision Making	2	2	-	3
MBA107	Legal and Business Environment (Micro & Macro)	3	-	-	3
MBA108	Indian Ethos and Business Ethics	2			2
MBA109	Indian Financial system and Financial Markets	2			2
Value Add	ed Courses (optional category)				-
BCM141	Business Communication-I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144 MBA145 MBA146	Foreign Language – I French German Spanish	2	-	-	2
MBA140 MBA147 MBA148	Japanese Chinese				
	TOTAL				27

SECOND SEMESTER

SECOND SE					
MBA201	Human Resource Management	3			3
MBA202	Corporate Finance	2	2	-	3
MBA203	Indian Economy & Policy	2			2
MBA204	Marketing Research	2	-	2	3
MBA205	Operations Management	2	2	-	3
MBA206	Quantitative Techniques	2	2	-	3
MBA207	Entrepreneurship	2	-	-	2
MBA208	Organizational Design	2			2
MBA209	Corporate Strategy	3			3
Value Added	Courses (optional category)				
BCM241	Business Communication- II	1	-	-	1
BSP243	Behavioural Science- II	1	-	-	1
	Foreign Language – II	2	-	-	2
FLP244	French				
MBA245	German				
MBA246	Spanish				
MBA247	Japanese				
MBA248	Chinese				
	TOTAL				28

SUMMER INTERNSHIP (8 -10 WEEKS)

THIRD SEMESTER

1 IIIND C	DEWIEDIEN					
MBA301	Project Management	3	-	-	3	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
Value Add	ed Courses (optional category)		·	•		
	Foreign Language – III	2	-	-	2	
FLP 344	French					
MBA345	German					
MBA346	Spanish					
MBA347	Japanese					
MBA348	Chinese					
ELECTIV	E (Any six courses out of any two progr	ammes in a	a combination of	(4+2 or 3+3)		
ENTREPR	RENEURSHIP & LEADERSHIP					
MBA303	Entrepreneurial Lab	2	-	2	3	
MBA304	Innovation Technology Management	2	-	2	3	
MBA305	Technology Appreciation and Intellectual Property Rights	2	-	2	3	
MBA306	Entrepreneurial Marketing	2	-	2	3	
FINANCE	& ACCOUNTING					
MBA307	Valuation	2	-	2	3	
MBA308	Project Appraisal and Finance	2	-	2	3	
MBA309	International Finance	2	-	2	3	
MBA310	Financial markets and Financial Services	2	-	2	3	
MBA311	Investment Analysis and Portfolio Management	2	-	2	3	
HUMAN F	RESOURCE					
MBA312	Employee Relations	2	-	2	3	

Selection Image of the selection MBA314 Performance Management Systems 2 - 2 3 MBA315 Understanding Self-Indian Perspective 2 - 2 3 MBA316 Strategic Human Resource 2 - 2 3 MBA316 Strategic Human Resource 2 - 2 3 MBA317 International Trade Finance 2 - 2 3 MBA318 International Labour Organization and International Labour Consentia and Trade 2 - 2 3 MBA305 International Trade Procedures & Documentation 2 - 2 3 MBA366 Foreign Exchange Management 2 - 2 3 MBA367 Application of General Insurance 2 - 2 3 MBA368 Life Insurance – Underwriting & Claims 2 - 2 3 MBA370 Risk Management & Insurance 2 - 2 3 MBA371 Business Process]	3	2	-	2	Manpower Planning, Recruitment, and	MBA313
MBA315 Understanding Self-Indian Perspective 2 - 2 3 MBA316 Strategic Human Resource Management 2 - 2 3 INTERNATIONAL BUSINESS MBA317 International Labour Organization and International Labour Organization and Labour Laws 2 - 2 3 MBA319 International Labour Commiss and Trade 2 - 2 3 MBA35 International Labour Laws - 2 3 MBA366 Foreign Exchange Management 2 - 2 3 MBA366 Foreign Exchange Management 2 - 2 3 MBA367 Application of General Insurance 2 - 2 3 MBA368 Life Insurance - Underwriting & 2 - 2 3 MBA369 Regulatory Framework of Insurance 2 - 2 3 MBA371 Business Process System 2 - 2 3 MBA372 Management & Software Projects 2 - 2 3 <t< td=""><td></td><td></td><td></td><td></td><td></td><td>Selection</td><td></td></t<>						Selection	
MBA316 Strategic Human Resource 2 - 2 3 INTERNATIONAL BUSINESS				-			
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MBA317International Trade Finance2-23MBA318International Labour Organization and International Labour Laws2-23MBA319International Labour Laws2-23MBA319International Economics and Trade Laws2-23MBA365International Trade Procedures & Documentation2-23MBA366Foreign Exchange Management2-23MBA367Application of General Insurance2-23MBA368Life Insurance - Underwriting & 		3	2	-	2		MBA316
MBA318 International Labour Organization and International Labour Laws 2 - 2 3 MBA319 International Economics and Trade Laws 2 - 2 3 MBA365 International Trade Procedures & Documentation 2 - 2 3 MBA366 Foreign Exchange Management 2 - 2 3 MBA367 Application of General Insurance 2 - 2 3 MBA368 Life Insurance – Underwriting & Claims 2 - 2 3 MBA369 Regulatory Framework of Insurance 2 - 2 3 MBA370 Risk Management & Insurance 2 - 2 3 MBA371 Business Process System 2 - 2 3 MBA373 Decision Support & Business 2 - 2 3 MBA374 Service Oriented Architecture & IT Service Management 2 - 2 3 MBA375 Web-enabled Business Processes 2 - 2 3 MBA375 Web-enabled Business Processes						TIONAL BUSINESS	INTERNAT
International Labour LawsInternational Economics and Trade Laws2-23MBA319International Economics and Trade Laws2-23MBA365International Trade Procedures & Documentation2-23MBA366Foreign Exchange Management2-23MBA367Application of General Insurance2-23MBA368Life Insurance - Underwriting & Claims2-23MBA369Regulatory Framework of Insurance2-23Claims2-233MBA370Risk Management & Insurance2-23MBA371Business Process System2-23MBA373Decision Support & Business2-23MBA374Service Oriented Architecture & IT Service Oriented Architecture & IT Service Oriented Architecture & IT Service Management2-23MBA376Consumer Behaviour2-233MBA377Retailing Management2-233MBA378Sales and Distribution Management2-233MBA378Sales and Distribution Management2-233MBA380Business to Business Marketing2-233MBA381Management of Technology & Innovation2-23		3	2	-	2	International Trade Finance	MBA317
LawsMBA365International Trade Procedures & Documentation2-23MBA366Foreign Exchange Management2-23INSURANCE MANAGEMENT </td <td></td> <td>3</td> <td>2</td> <td>-</td> <td>2</td> <td></td> <td>MBA318</td>		3	2	-	2		MBA318
DocumentationImage: Constraint of the second se		3	2	-	2		MBA319
INSURANCE MANAGEMENTInsurance2-23MBA367Application of General Insurance2-23MBA368Life Insurance – Underwriting & Claims2-23MBA369Regulatory Framework of Insurance2-23MBA370Risk Management & Insurance2-23NFORMATION TECHNOLOGYInsurance2-23MBA371Business Process System2-23MBA372Management of Software Projects2-23MBA373Decision Support & Business2-23Intellegence Systems2-233MBA374Service Oriented Architecture & IT Service Management2-23MBA375Web-enabled Business Processes2-233MBA376Consumer Behaviour2-233MBA379Product & Brand Management2-233MBA380Business to Business Marketing2-233MBA381Management of Technology & Innovation2-233MBA382Supply Chain Management2-233MBA384Manufacturing Competitiveness2-233		3	2	-	2		MBA365
MBA367Application of General Insurance2-23MBA368Life Insurance – Underwriting & Claims2-23MBA369Regulatory Framework of Insurance2-23MBA370Risk Management & Insurance2-23INFORMATION TECHNOLOGY </td <td></td> <td>3</td> <td>2</td> <td>-</td> <td>2</td> <td>Foreign Exchange Management</td> <td>MBA366</td>		3	2	-	2	Foreign Exchange Management	MBA366
MBA368Life Insurance – Underwriting & Claims2-23MBA369Regulatory Framework of Insurance2-23MBA370Risk Management & Insurance2-23MBA370Risk Management & Insurance2-23INFORMATION TECHNOLOGY </td <td></td> <td></td> <td></td> <td></td> <td></td> <td>CE MANAGEMENT</td> <td>INSURANC</td>						CE MANAGEMENT	INSURANC
ClaimsCMBA369Regulatory Framework of Insurance2-23MBA370Risk Management & Insurance2-23INFORMATION TECHNOLOGY </td <td></td> <td>3</td> <td>2</td> <td>-</td> <td>2</td> <td>Application of General Insurance</td> <td>MBA367</td>		3	2	-	2	Application of General Insurance	MBA367
MBA370Risk Management & Insurance2-23INFORMATION TECHNOLOGYMBA371Business Process System2-23MBA372Management of Software Projects2-23MBA373Decision Support & Business2-23Intellegence Systems2-23MBA374Service Oriented Architecture & IT Service Management2-23MBA375Web-enabled Business Processes2-23MBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT3MBA381Management of Technology & Innovation2-23MBA382Supply Chain Management2-23MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23		3	2	-	2		MBA368
INFORMATION TECHNOLOGYImage: Constraint of Cons		3	2	-	2	Regulatory Framework of Insurance	MBA369
MBA371Business Process System2-23MBA372Management of Software Projects2-23MBA373Decision Support & Business2-23Intellegence Systems2-23MBA374Service Oriented Architecture & IT2-23MBA375Web-enabled Business Processes2-23MBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA380Business to Business Marketing2-23MBA381Management of Technology & Innovation2-23MBA382Supply Chain Management2-23MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23		3	2	-	2		MBA370
MBA371Business Process System2-23MBA372Management of Software Projects2-23MBA373Decision Support & Business2-23Intellegence Systems2-23MBA374Service Oriented Architecture & IT2-23MBA375Web-enabled Business Processes2-23MBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA380Business to Business Marketing2-23MBA381Management of Technology & Innovation2-23MBA382Supply Chain Management2-23MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23						Ţ.	INFORMA
MBA372Management of Software Projects2-23MBA373Decision Support & Business2-23MBA374Service Oriented Architecture & IT2-23MBA375Web-enabled Business Processes2-23MBA375Web-enabled Business Processes2-23MBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT3MBA381Management of Technology & Innovation2-23MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23		3	2	-	2		
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MBA374Service Oriented Architecture & IT Service Management2-23MBA375Web-enabled Business Processes2-23MARKETING & SALES </td <td></td> <td></td> <td></td> <td>-</td> <td></td> <td>Decision Support & Business</td> <td>MBA373</td>				-		Decision Support & Business	MBA373
MBA375Web-enabled Business Processes2-23MARKETING & SALESMBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENTMBA381Management of Technology & Innovation2-23MBA382Supply Chain Management2-23MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23		3	2	-	2	Service Oriented Architecture & IT	MBA374
MBA376Consumer Behaviour2-23MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT </td <td></td> <td>3</td> <td>2</td> <td>-</td> <td>2</td> <td></td> <td>MBA375</td>		3	2	-	2		MBA375
MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT </td <td></td> <td></td> <td></td> <td></td> <td></td> <td>ING & SALES</td> <td>MARKETI</td>						ING & SALES	MARKETI
MBA377Retailing Management2-23MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT </td <td></td> <td>3</td> <td>2</td> <td>-</td> <td>2</td> <td>Consumer Behaviour</td> <td>MBA376</td>		3	2	-	2	Consumer Behaviour	MBA376
MBA378Sales and Distribution Management2-23MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT </td <td></td> <td></td> <td>2</td> <td>-</td> <td>2</td> <td></td> <td>MBA377</td>			2	-	2		MBA377
MBA379Product & Brand Management2-23MBA380Business to Business Marketing2-23OPERATIONS MANAGEMENT </td <td></td> <td></td> <td></td> <td>_</td> <td></td> <td></td> <td></td>				_			
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MBA383Project Management2-23MBA384Manufacturing Competitiveness2-23		3	2	-	2		MBA382
MBA384 Manufacturing Competitiveness 2 - 2 3				-		***	
				-			
MBA385 Total Quality & Competitive 2 - 2 3 Advantage				-		Total Quality & Competitive	
RETAIL MANAGEMENT							RETAIL M
MBA386 Fundamentals of Retailing 2 - 2 3		3	2	_	2		
MBA387 Merchandising Management 2 - 2 3				_			
MBA388 Retail Supply Chain & Logistics 2 - 2 3 MBA388 Retail Supply Chain & Logistics 2 - 2 3				-		Retail Supply Chain & Logistics	
MBA389 Franchising in Retailing 2 - 2 3		3	2	_	2		MBA389
MBA390 Retailing of Insurance Products & 2 - 2 3 Financial Services - 2 3				-		Retailing of Insurance Products &	
TOTAL 32		32					

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FOURTH SEMESTER

FOURTH	SEMESTER					
MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
Value Adde	d Courses (optional category)		I			
	Foreign Language – IV	2	-	-	2	
FLP444	French					
MBA445	German					
MBA446	Spanish					
MBA447	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
	(Any six courses out of any two stream					
	(Any six courses out of any two stream	is (same as	s in Sem III) in a	combination of	of 4+2 or 3-	-3)
	ENEURSHIP & LEADERSHIP					
MBA402	Indian Models in Entrepreneurship	2	-	2	3	
MBA403	Family Business Management	2	-	2	3	
MBA404	Venture Valuation and Accounting	2	-	2	3	
MBA405	Social Entrepreneurship	2	-	2	3	
FINANCE &	& ACCOUNTING					
MBA406	Taxation	2	-	2	3	
MBA407	Financial Derivatives	2	_	2	3	
		2	-	2	3	
MBA408	Managing Banks and Financial Institutions		-			
MBA409	Mergers, Acquisitions and Corporate Restructuring	2	-	2	3	
MBA410	Behavioral Finance	2	-	2	3	
HUMAN RI	ESOURCE					
MBA411	Compensation and Benefit Management	2	-	2	3	
MBA412	Human Resource Metrics and Analytics	2	-	2	3	
MBA413	International HRM: Approaches	2	-	2	3	
MBA414	Manpower Planning, Recruitment, and Selection	2	-	2	3	
MBA415	Team Dynamics at Work	2	-	2	3	
	TONAL BUSINESS	-				
		2		2	2	
MBA416	Foreign Trade Policy		-	2	3	
MBA417	International Supply Chain Management	2	-	2	3	
MBA418	International Cross Culture & Diversity Management	2	-	2	3	
MBA419	Global Outsourcing: Issues & Perspective	2	-	2	3	
MBA465	International Marketing	2	-	2	3	
	E MANAGEMENT				1	
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund Management	2	-	2	3	
MBA468	Insurance Marketing & Client Management	2	-	2	3	
MBA469	Product Development & Pricing	2	-	2	3	
	FION TECHNOLOGY	-			5	
II YI OKIVIA						

MBA470	System Analysis & Design	2	-	2	3	
MBA471	Enterprise Management	2	-	2	3	
MBA472	Information Security & Risk Management	2	-	2	3	
MBA473	Marketing of IT Solutions	2	-	2	3	
MBA474	Software Quality Assurance	2	-	2	3	
MARKET	ING & SALES					
MBA475	Integrated Marketing Communication/Promotion Strategy	2	-	2	3	
MBA476	Digital and Social Media Marketing	2	-	2	3	
MBA477	Marketing to Base of Pyramid Consumers	2	-	2	3	
MBA478	International Marketing	2	-	2	3	
MBA479	Services Marketing	2	-	2	3	
OPERATI	ONS MANAGEMENT					
MBA480	Service Operations Management	2	-	2	3	
MBA481	Operations Strategy	2	-	2	3	
MBA482	Lean Six Sigma	2	-	2	3	
MBA483	Facility Planning & Total Productive Maintenance	2	-	2	3	
MBA484	Process Analysis & Theory of Constraints	2	-	2	3	
RETAIL N	IANAGEMENT					
MBA485	Mall Dynamics & Real Estate Management	2	-	2	3	
MBA486	Visual Merchandising & Space Planning	2	-	2	3	
MBA487	Retail Sales & Category Management	2	-	2	3	
MBA488	Retail Branding & CRM	2	-	2	3	
MBA489	E-Retailing	2	-	2	3	
	TOTAL				33	

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