

**Bachelor of Arts (Honours) - Economics**

**Programme Code: BAE**

**Duration – 3 Years Full Time**

**Programme Structure  
and  
Curriculum & Scheme of Examination**

**AMITY UNIVERSITY MADHYA PRADESH  
GWALIOR**

## 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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<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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, 2011

## PROGRAMME STRUCTURE

### FIRST SEMESTER

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

### SECOND SEMESTER

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

### 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 Economics - II	3	1	-	4	
BAE 330	Term Paper (Evaluation)	-	-	-	3	
Value Added Courses (optional category)						
BAE 341	Communication Skills - I	1	-	-	1	
BAE 343	Behavioural Science - III	1	-	-	1	

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

#### FOURTH SEMESTER

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

#### 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 Added Courses (optional category)						
BAE 541	Communication Skills - III	1	-	-	1	
BAE 543	Behavioural Science – V	1	-	-	1	
BAE 544	Foreign Language - V French	2	-	-	2	
BAE 545	German					
BAE 546	Spanish					
BAE 547	Japanese					
BAE 548	Chinese					
	<b>TOTAL</b>				<b>33</b>	

#### SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4	
BAE 602	Economic Growth & Development	3	1	-	4	
BAE 603	Econometrics—Basic Theory & Application	3	1	-	4	
BAE 604	Business Ethics & Corporate Governance	3	1	-	4	
BAE 655	Dissertation	-	-	-	9	
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					
	<b>TOTAL</b>				<b>29</b>	

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Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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BAE 102	Micro Economics - I	3	1	-	4	
BAE 103	Mathematical Methods for Economics	3	1	-	4	
BAE 104	Economic History of India (1857-1947)	4	-	-	4	
BAE 105	Environmental Studies	4	-	-	4	
Value Added Courses (optional category)						
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
BAE 144	Foreign Language - I	2	-	-	2	
BAE 145	French					
BAE 146	German					
BAE 147	Spanish					
BAE 148	Japanese					
	Chinese					
	<b>TOTAL</b>				<b>23</b>	

### SECOND SEMESTER

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

### 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 Economics - II	3	1	-	4	
BAE 330	Term Paper (Evaluation)	-	-	-	3	
Value Added Courses (optional category)						
BAE 341	Communication Skills - I	1	-	-	1	
BAE 343	Behavioural Science - III	1	-	-	1	



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

#### FOURTH SEMESTER

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

#### 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 Added Courses (optional category)						
BAE 541	Communication Skills - III	1	-	-	1	
BAE 543	Behavioural Science – V	1	-	-	1	
BAE 544	Foreign Language - V French	2	-	-	2	
BAE 545	German					
BAE 546	Spanish					
BAE 547	Japanese					
BAE 548	Chinese					
	<b>TOTAL</b>				<b>33</b>	

#### SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4	
BAE 602	Economic Growth & Development	3	1	-	4	
BAE 603	Econometrics—Basic Theory & Application	3	1	-	4	
BAE 604	Business Ethics & Corporate Governance	3	1	-	4	
BAE 655	Dissertation	-	-	-	9	
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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BAE 105	Environmental Studies	4	-	-	4	
Value Added Courses (optional category)						
	English	1	-	-	-	
BAE 143	Behavioural Science – I	1	-	-	1	
BAE 144	Foreign Language - I	2	-	-	2	
BAE 145	French					
BAE 146	German					
BAE 147	Spanish					
BAE 148	Japanese					
	Chinese					
	<b>TOTAL</b>				<b>23</b>	

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BAE 201	Micro Economics - II	3	1	-	4	
BAE 202	Indian Economic Development since 1947	4	-	-	4	
BAE 203	Statistical Methods in Economics - I	3	1	-	4	
BAE 204	Agricultural Economy of India	3	1	-	4	
BAE 205	Mergers & Acquisitions	4	-	-	4	
Value Added Courses (optional category)						
BAE 240	English	1	-	-	3	
BAE 243	Behavioural Science – II	1	-	-	1	
BAE 244	Foreign Language - II	2	-	-	2	
BAE 245	French					
BAE 246	German					
BAE 247	Spanish					
BAE 248	Japanese					
	Chinese					
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BAE 330	Term Paper (Evaluation)	-	-	-	3	
Value Added Courses (optional category)						
BAE 341	Communication Skills - I	1	-	-	1	
BAE 343	Behavioural Science - III	1	-	-	1	

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BAE 345	German					
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BAE 447	Japanese					
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#### SUMMER TRAINING

#### FIFTH SEMESTER

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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 Added Courses (optional category)						
BAE 541	Communication Skills - III	1	-	-	1	
BAE 543	Behavioural Science – V	1	-	-	1	
BAE 544	Foreign Language - V French	2	-	-	2	
BAE 545	German					
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#### SIXTH SEMESTER

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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					
	<b>TOTAL</b>				<b>29</b>	

**Bachelor of Arts (Honours) - Economics**

**Programme Code: BAE**

**Duration – 3 Years Full Time**

**Programme Structure  
and  
Curriculum & Scheme of Examination**

**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>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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, 2011

## PROGRAMME STRUCTURE

### FIRST SEMESTER

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

### SECOND SEMESTER

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

### 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 Economics - II	3	1	-	4	
BAE 330	Term Paper (Evaluation)	-	-	-	3	
Value Added Courses (optional category)						
BAE 341	Communication Skills - I	1	-	-	1	
BAE 343	Behavioural Science - III	1	-	-	1	

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

#### FOURTH SEMESTER

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

#### 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 Added Courses (optional category)						
BAE 541	Communication Skills - III	1	-	-	1	
BAE 543	Behavioural Science – V	1	-	-	1	
BAE 544	Foreign Language - V French	2	-	-	2	
BAE 545	German					
BAE 546	Spanish					
BAE 547	Japanese					
BAE 548	Chinese					
	<b>TOTAL</b>				<b>33</b>	

#### SIXTH SEMESTER

BAE 601	Economic System & Society	3	1	-	4	
BAE 602	Economic Growth & Development	3	1	-	4	
BAE 603	Econometrics—Basic Theory & Application	3	1	-	4	
BAE 604	Business Ethics & Corporate Governance	3	1	-	4	
BAE 655	Dissertation	-	-	-	9	
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					
	<b>TOTAL</b>				<b>29</b>	

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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 MADHYA PRADESH  
GWALIOR**

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Seminar	S	05 - 10
Viva	V	05 - 10
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Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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July, 2019

## BBA 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
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	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144	Foreign Language – I	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

**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 1st 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	
<b>Value Added Courses (optional category)</b>						
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SUMMER ASSIGNMENT/ PROJECT

### THIRD SEMESTER

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	
<b>Value Added Courses (optional category)</b>						
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
<b>TOTAL</b>					<b>27</b>	

#### FOURTH SEMESTER

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

#### SUMMER TRAINING (8 WEEKS)

#### FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
<b>Value Added Courses (optional category)</b>						
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	
<b>Elective Courses - either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses maybe opted.</b>						
<b>Marketing</b>						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
<b>Finance</b>						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
<b>HR</b>						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
<b>IT</b>						
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	
<b>Law</b>						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	<b>TOTAL</b>				<b>28</b>	

### SIXTH SEMESTER

BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations Management	2	1	-	3	
BBA 604	Public Relations & Corporate Image	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
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	
<b>Elective Courses – Either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses (same stream as chosen in the 5<sup>th</sup> semester has to be continued).</b>						
<b>Marketing</b>						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
<b>Finance</b>						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
<b>HR</b>						
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	
<b>IT</b>						
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	
<b>Law</b>						
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	<b>TOTAL</b>				<b>31</b>	

**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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Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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July, 2019



## BBA 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
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	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144	Foreign Language – I	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

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### 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	
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EVS 242	Environmental Studies – II	2	-	-	2	
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BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SUMMER ASSIGNMENT/ PROJECT

### THIRD SEMESTER

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	
<b>Value Added Courses (optional category)</b>						
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	<b>TOTAL</b>				<b>27</b>	

#### FOURTH SEMESTER

BBA 401	Corporate Financial Management	2	2	-	4	
BBA 402	Marketing Management – II	2	2	-	4	
BBA 403	Research Methodology and Report Preparation	2	1	-	3	
BBA 404	Entrepreneurship Development	2	1	-	3	
BBA 405	E-Commerce	2	-	2	3	
BBA 406	Human Resource Management	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
BCU 441	Communication Skills –IV	1	-	-	1	
BSU 443	Behavioural Science- IV	1	-	-	1	
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#### SUMMER TRAINING (8 WEEKS)

#### FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
<b>Value Added Courses (optional category)</b>						
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	
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<b>Marketing</b>						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
<b>Finance</b>						
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BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations Management	2	1	-	3	
BBA 604	Public Relations & Corporate Image	2	1	-	3	
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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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GWALIOR**

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

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July, 2019

## BBA 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
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	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills – I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144	Foreign Language – I	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

**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	
<b>Value Added Courses (optional category)</b>						
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SUMMER ASSIGNMENT/ PROJECT

### THIRD SEMESTER

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	
<b>Value Added Courses (optional category)</b>						
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
<b>TOTAL</b>					<b>27</b>	

#### FOURTH SEMESTER

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

#### SUMMER TRAINING (8 WEEKS)

#### FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
<b>Value Added Courses (optional category)</b>						
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	
<b>Elective Courses - either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses maybe opted.</b>						
<b>Marketing</b>						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
<b>Finance</b>						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
<b>HR</b>						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
<b>IT</b>						
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	
<b>Law</b>						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	<b>TOTAL</b>				<b>28</b>	

### SIXTH SEMESTER

BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations Management	2	1	-	3	
BBA 604	Public Relations & Corporate Image	2	1	-	3	
BBA 655	Dissertation	-	-	-	6	
<b>Value Added Courses (optional category)</b>						
BCU 641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU 644	Foreign Language – VI French	2	-	-	2	
<b>Elective Courses – Either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses (same stream as chosen in the 5<sup>th</sup> semester has to be continued).</b>						
<b>Marketing</b>						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
<b>Finance</b>						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
<b>HR</b>						
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	
<b>IT</b>						
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	
<b>Law</b>						
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	<b>TOTAL</b>				<b>31</b>	



**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**

## 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>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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July, 2019

## BBA 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
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	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills –I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144	Foreign Language – I	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

**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	
<b>Value Added Courses (optional category)</b>						
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SUMMER ASSIGNMENT/ PROJECT

### THIRD SEMESTER

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	
<b>Value Added Courses (optional category)</b>						
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	

FLU 344	Foreign Language – III French	2	-	-	2	
	<b>TOTAL</b>				<b>27</b>	

#### FOURTH SEMESTER

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

#### SUMMER TRAINING (8 WEEKS)

#### FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBM 501	Operations Research	2	2	-	4	
<b>Value Added Courses (optional category)</b>						
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	
<b>Elective Courses - either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses maybe opted.</b>						
<b>Marketing</b>						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
<b>Finance</b>						
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
<b>HR</b>						
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
<b>IT</b>						
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	
<b>Law</b>						
BBA 516	Law of Crimes	2	2	-	4	

BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	<b>TOTAL</b>				<b>28</b>	

### SIXTH SEMESTER

BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBM 601	Analytical Skill Building	2	2	-	4	
BME 601	Production & Operations Management	2	1	-	3	
BBA 604	Public Relations & Corporate Image	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
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BSU 643	Behavioural Science- VI	1	-	-	1	
FLU 644	Foreign Language – VI French	2	-	-	2	
BBA 655	Dissertation	-	-	-	6	
<b>Elective Courses – Either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses (same stream as chosen in the 5<sup>th</sup> semester has to be continued).</b>						
<b>Marketing</b>						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
<b>Finance</b>						
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
<b>HR</b>						
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	
<b>IT</b>						
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	
<b>Law</b>						
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	<b>TOTAL</b>				<b>31</b>	

**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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Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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July, 2019

## BBA 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
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	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills – I	1	-	-	-	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144	Foreign Language – I	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

**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	
<b>Value Added Courses (optional category)</b>						
BCU 241	Communication Skills –II	1	-	-	3	
BSU 243	Behavioural Science- II	1	-	-	1	
FLU 244	Foreign Language – II French	2	-	-	2	
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### SUMMER ASSIGNMENT/ PROJECT

### THIRD SEMESTER

BBM 301	Business Statistics	2	1	-	3	
BBA 302	Basics of Financial Management	2	2	-	4	
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BBA 304	Marketing Management – I	2	2	-	4	
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BBL 326	Business Laws	2	1	-	3	
BBA 360	Summer Assignment/ Projects (Evaluation)	-	-	-	3	
<b>Value Added Courses (optional category)</b>						
BCU 341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	



FLU 344	Foreign Language – III French	2	-	-	2	
<b>TOTAL</b>					<b>27</b>	

#### FOURTH SEMESTER

BBA 401	Corporate Financial Management	2	2	-	4	
BBA 402	Marketing Management – II	2	2	-	4	
BBA 403	Research Methodology and Report Preparation	2	1	-	3	
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#### SUMMER TRAINING (8 WEEKS)

#### FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
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FLU 544	Foreign Language – V French	2	-	-	2	
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<b>Marketing</b>						
BBA 605	Brand Management	2	2	-	4	
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BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
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BBA 615	Data Communication & Network	2	-	4	4	
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BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
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**Bachelor of Commerce (Honours)**

**Programme Code: BCH**

**Duration – 3 Years Full Time**



**Programme Structure  
and  
Curriculum & Scheme of Examination**

**2017**

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GWALIOR**

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<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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 (P) Hours Per Week	Total Credits	Page No.
BCH101	Business Organization & Management	3	1	-	4	
BCH102	Financial Accounting - I	3	1	-	4	
BCH103	Microeconomic Theory & Applications – I	2	1	-	3	
BCH104	Business Mathematics - I	2	1	-	3	
BCH105	Business & Economic Laws - I	2	1	-	3	
BCH106	Environmental Studies - I	2	-	-	2	
BCH107 BCH108 BCH109	<b>Select any one of the following:</b> • Indian History • Mathematics • Democracy & Governance in India	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
BCH 141	English Language Usage Essential	1	-	-	-	
BCH143	Understanding Self for Effectiveness	1	-	-	1	
BCH144 BCH145 BCH146 BCH147 BCH148	Foreign Language - I French German Spanish Japanese Chinese	2	-	-	2	
	<b>TOTAL</b>				<b>25</b>	

### SECOND SEMESTER

BCH201	Financial Accounting - II	3	1	-	4	
BCH202	Microeconomic Theory & Applications – II	2	1	-	3	
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	
<b>Value Added Courses (optional category)</b>						
BCH240	Introduction to Communication Skills	1	-	-	3	
BCH243	Individual Society and Nation	1	-	-	1	
BCH244 BCH245 BCH246 BCH247 BCH248	Foreign Language - II French German Spanish Japanese Chinese	2	-	-	2	
	<b>TOTAL</b>				<b>28</b>	

### TERM PAPER

### THIRD SEMESTER

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

BCH303	Microeconomic Theory & Applications – III	2	1	-	3	
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	
<b>Value Added Courses (optional category)</b>						
BCH341	Effective Written Communication	1	-	-	1	
BCH343	Problem Solving and Creative Thinking	1	-	-	1	
BCH344	Foreign Language – III	2	-	-	2	
BCH345	French					
BCH346	German					
BCH347	Spanish					
BCH348	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
<b>TOTAL</b>					<b>30</b>	

#### FOURTH SEMESTER

BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory & Applications – IV	2	1	-	3	
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	
<b>Value Added Courses (optional category)</b>						
BCH441	Professional Communication for Recruitment & Employability	1	-	-	1	
BCH443	Values & Ethics For Personal & Professional Development	1	-	-	1	
BCH444	Foreign Language – IV	2	-	-	2	
BCH445	French					
BCH446	German					
BCH447	Spanish					
BCH448	Japanese					
BCH448	Chinese					
<b>TOTAL</b>					<b>27</b>	

#### 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	
<b>Value Added Courses (optional category)</b>						
BCH541	Receptive and Expressive Communication Skills	1	-	-	1	
BCH543	Individual Society and Nation	1	-	-	1	
BCH544	Foreign Language - V	2	-	-	2	
BCH545	French					
BCH546	German					
BCH547	Spanish					
BCH548	Japanese					
BCH548	Chinese					

<b>Any four courses from the following four groups(not more than two courses from a group)</b>						
<b>GROUP 1</b>						
BCH504	Financial Management - I	2	1	1	2	
BCH505	Fundamentals of Investment - I	2	-	-	2	
BCH506	Financial Markets, Institutions & Financial Services - I	2	1	1	2	
BCH507	Insurance & Risk Management - I	2	-	-	2	
<b>GROUP 2</b>						
BCH508	Principles of Marketing - I	2	1	1	2	
BCH509	International Business - I	2	-	-	2	
BCH510	Advertising & Personal Selling - I	2	-	-	2	
BCH511	Service Marketing - I	2	1	1	2	
<b>GROUP 3</b>						
BCH512	Human Resource Management - I	2	1	1	2	
BCH513	Compensation Management - I	2	1	1	2	
BCH514	Industrial Relations & Labour Laws - I	2	-	-	2	
BCH515	Human Resource Accounting - I	2	-	-	2	
<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>29</b>	

## SIXTH SEMESTER

BCH601	Management Accounting - II	2	1	-	3	
BCH602	Indian Economy – Performance & Policies	3	1	-	4	
BCH603	Analytical Skill Building	3	1	-	4	
<b>Value Added Courses (optional category)</b>						
BCH643	Stress and Coping Strategies	1	-	-	1	
BCH641	Social Communication	1	-	-	1	
BCH644	Foreign Language - VI	2	-	-	2	
BCH645	French					
BCH646	German					
BCH647	Spanish					
BCH648	Japanese					
BCH648	Chinese					
BCH655	Dissertation	-	-	-	9	
<b>Any four courses from the following four groups(not more than two courses from a group)</b>						
<b>GROUP 1</b>						
BCH604	Financial Management - II	2	1	1	2	
BCH605	Fundamentals of Investment - II	2	-	-	2	
BCH606	Financial Markets, Institutions & Financial Services - II	2	1	1	2	
BCH607	Insurance & Risk Management - II	2	-	-	2	
<b>GROUP 2</b>						
BCH608	Principles of Marketing - II	2	1	1	2	
BCH609	International Business - II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing - II	2	1	1	2	
<b>GROUP 3</b>						
BCH612	Human Resource Management - II	2	1	1	2	
BCH613	Compensation Management - II	2	1	1	2	
BCH614	Industrial Relations & Labour Laws - II	2	-	-	2	

BCH615	Human Resource Accounting - II	2	-	-	2	
<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>32</b>	



**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**

## PREAMBLE

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<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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 (P) Hours Per Week	Total Credits	Page No.
BCH101	Business Organization & Management	3	1	-	4	
BCH102	Financial Accounting - I	3	1	-	4	
BCH103	Microeconomic Theory & Applications – I	2	1	-	3	
BCH104	Business Mathematics - I	2	1	-	3	
BCH105	Business & Economic Laws - I	2	1	-	3	
BCH106	Environmental Studies - I	2	-	-	2	
BCH107 BCH108 BCH109	<b>Select any one of the following:</b> • Indian History • Mathematics • Democracy & Governance in India	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
BCH 141	English Language Usage Essential	1	-	-	1	
BCH143	Understanding Self for Effectiveness	1	-	-	1	
BCH144 BCH145 BCH146 BCH147 BCH148	Foreign Language - I French German Spanish Japanese Chinese	2	-	-	2	
<b>TOTAL</b>					<b>26</b>	

### SECOND SEMESTER

BCH201	Financial Accounting - II	3	1	-	4	
BCH202	Microeconomic Theory & Applications – II	2	1	-	3	
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	
<b>Value Added Courses (optional category)</b>						
BCH240	Introduction to Communication Skills	1	-	-	1	
BCH243	Individual Society and Nation	1	-	-	1	
BCH244 BCH245 BCH246 BCH247 BCH248	Foreign Language - II French German Spanish Japanese Chinese	2	-	-	2	
<b>TOTAL</b>					<b>26</b>	

### 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	
<b>Value Added Courses (optional category)</b>						
BCH341	Effective Written Communication	1	-	-	1	
BCH343	Problem Solving and Creative Thinking	1	-	-	1	
BCH344	Foreign Language – III	2	-	-	2	
BCH345	French					
BCH346	German					
BCH347	Spanish					
BCH348	Japanese					
	Chinese					
	<b>TOTAL</b>				<b>30</b>	

#### FOURTH SEMESTER

BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory & Applications – IV	2	1	-	3	
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	
<b>Value Added Courses (optional category)</b>						
BCH441	Professional Communication for Recruitment & Employability	1	-	-	1	
BCH443	Values & Ethics For Personal & Professional Development	1	-	-	1	
BCH444	Foreign Language – IV	2	-	-	2	
BCH445	French					
BCH446	German					
BCH447	Spanish					
BCH448	Japanese					
	Chinese					
	<b>TOTAL</b>				<b>27</b>	

#### 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	
<b>Value Added Courses (optional category)</b>						
BCH541	Receptive and Expressive Communication Skills	1	-	-	1	
BCH543	Individual Society and Nation	1	-	-	1	
BCH544	Foreign Language - V	2	-	-	2	
BCH545	French					
BCH546	German					
BCH547	Spanish					
BCH548	Japanese					
	Chinese					
<b>Any four courses from the following four groups(not more than two courses from a group)</b>						

<b>GROUP 1</b>						
BCH504	Financial Management - I	2	-	-	2	
BCH505	Fundamentals of Investment - I	2	-	-	2	
BCH506	Financial Markets, Institutions & Financial Services - I	2	-	-	2	
BCH507	Insurance & Risk Management - I	2	-	-	2	
<b>GROUP 2</b>						
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	
<b>GROUP 3</b>						
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	
<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>29</b>	

### SIXTH 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
<b>Value Added Courses (optional category)</b>						
BCH641	Social Communication	1	-	-	1	
BCH643	Stress and Coping Strategies	1	-	-	1	
BCH644	Foreign Language - VI	2	-	-	2	
BCH645	French					
BCH646	German					
BCH647	Spanish					
BCH648	Japanese					
BCH648	Chinese					
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BCH605	Fundamentals of Investment - II	2	-	-	2	
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BCH607	Insurance & Risk Management - II	2	-	-	2	
<b>GROUP 2</b>						
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BCH609	International Business - II	2	-	-	2	
BCH610	Advertising & Personal Selling - II	2	-	-	2	
BCH611	Service Marketing - II	2	-	-	2	
<b>GROUP 3</b>						
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	
<b>GROUP 4</b>						

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	
	<b>TOTAL</b>				<b>32</b>	





**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**



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Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

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July, 2019

## BCOM (H) 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits	Page No.
BCH101	Business Organization & Management	3	1	-	4	
BCH102	Basic Concepts of Financial Accounting	3	1	-	4	
BCH103	Microeconomic Theory & Applications – I	2	1	-	3	
<b>BBM101</b>	Elementary Business Mathematics	2	1	-	3	
<b>BCL125</b>	Business & Economic Laws - I	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
BCH107 BCH108 BCH109	<b>Select any one of the following:</b> <ul style="list-style-type: none"> <li>• Indian History</li> <li>• Mathematics</li> <li>• Democracy &amp; Governance in India</li> </ul>	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills –I	1	-	-	1	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144 BCH145 BCH146 BCH147 BCH148	Foreign Language - I French German Spanish Japanese Chinese	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SECOND SEMESTER

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

### 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 & Applications – III	2	1	-	3	
<b>BBM301</b>	Business Statistics	2	1	-	3	
<b>BCL325</b>	Corporate Laws – I	2	1		3	
<b>BCL326</b>	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
<b>Value Added Courses (optional category)</b>						
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
FLU 344	Foreign Language – III	2	-	-	2	
BCH345	French					
BCH346	German					
BCH347	Spanish					
BCH348	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
<b>TOTAL</b>					<b>30</b>	

#### FOURTH SEMESTER

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

#### SUMMER INTERNSHIP – 8 – 10 WEEKS

#### FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3	
BCH502	Macro Economics	3	1	-	4	
<b>BBM501</b>	Operations Research	3	1	-	4	
BCH550	Summer Internship (Evaluation)	-	-	-	6	
<b>Value Added Courses (optional category)</b>						
BCU541	Communication Skills –V	1	-	-	1	
BSU543	Behavioural Science- V	1	-	-	1	
FLU544	Foreign Language - V	2	-	-	2	
BCH545	French					
BCH546	German					
BCH547	Spanish					
BCH548	Japanese					
BCH548	Chinese					
<b>Any four courses from the following four groups(not more than two courses from a group)</b>						

<b>GROUP 1</b>						
BCH504	Financial Management – I	2	-	-	2	
BCH505	Fundamentals of Investment – I	2	-	-	2	
BCH506	Financial Markets, Institutions & Financial Services – I	2	-	-	2	
BCH507	Insurance & Risk Management - I	2	-	-	2	
<b>GROUP 2</b>						
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	
<b>GROUP 3</b>						
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	
<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>29</b>	

### SIXTH 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 Added Courses (optional category)

BCU641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU644	Foreign Language - VI	2	-	-	2	
BCH645	French					
BCH646	German					
BCH647	Spanish					
BCH648	Japanese					
	Chinese					

#### Any four courses from the following four groups(not more than two courses from a group)

<b>GROUP 1</b>						
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	
<b>GROUP 2</b>						
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	
<b>GROUP 3</b>						
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	

<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>32</b>	



**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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<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
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Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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 Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits	Page No.
BCH101	Business Organization & Management	3	1	-	4	
BCH102	Basic Concepts of Financial Accounting	3	1	-	4	
BCH103	Microeconomic Theory & Applications – I	2	1	-	3	
<b>BBM101</b>	Elementary Business Mathematics	2	1	-	3	
<b>BCL125</b>	Business & Economic Laws - I	2	1	-	3	
EVS142	Environmental Studies – I	2	-	-	2	
BCH107 BCH108 BCH109	<b>Select any one of the following:</b> • Indian History • Mathematics • Democracy & Governance in India	2	1	-	3	
<b>Value Added Courses (optional category)</b>						
BCU 141	Communication Skills –I	1	-	-	1	
BSU 143	Behavioural Science- I	1	-	-	1	
FLU 144 BCH145 BCH146 BCH147 BCH148	Foreign Language - I French German Spanish Japanese Chinese	2	-	-	2	
	<b>TOTAL</b>				<b>26</b>	

### SECOND SEMESTER

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

### 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 & Applications – III	2	1	-	3	
<b>BBM301</b>	Business Statistics	2	1	-	3	
<b>BCL325</b>	Corporate Laws – I	2	1		3	
<b>BCL326</b>	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
<b>Value Added Courses (optional category)</b>						
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
FLU 344	Foreign Language – III	2	-	-	2	
BCH345	French					
BCH346	German					
BCH347	Spanish					
BCH348	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
<b>TOTAL</b>					<b>30</b>	

#### FOURTH SEMESTER

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

#### SUMMER INTERNSHIP – 8 – 10 WEEKS

#### FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3	
BCH502	Macro Economics	3	1	-	4	
<b>BBM501</b>	Operations Research	3	1	-	4	
BCH550	Summer Internship (Evaluation)	-	-	-	6	
<b>Value Added Courses (optional category)</b>						
BCU541	Communication Skills –V	1	-	-	1	
BSU543	Behavioural Science- V	1	-	-	1	
FLU544	Foreign Language - V	2	-	-	2	
BCH545	French					
BCH546	German					
BCH547	Spanish					
BCH548	Japanese					
BCH548	Chinese					
<b>Any four courses from the following four groups(not more than two courses from a group)</b>						

<b>GROUP 1</b>						
BCH504	Financial Management – I	2	-	-	2	
BCH505	Fundamentals of Investment – I	2	-	-	2	
BCH506	Financial Markets, Institutions & Financial Services – I	2	-	-	2	
BCH507	Insurance & Risk Management - I	2	-	-	2	
<b>GROUP 2</b>						
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	
<b>GROUP 3</b>						
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	
<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>29</b>	

### SIXTH 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 Added Courses (optional category)

BCU641	Communication Skills –VI	1	-	-	1	
BSU 643	Behavioural Science- VI	1	-	-	1	
FLU644	Foreign Language - VI	2	-	-	2	
BCH645	French					
BCH646	German					
BCH647	Spanish					
BCH648	Japanese					
	Chinese					

#### Any four courses from the following four groups(not more than two courses from a group)

<b>GROUP 1</b>						
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	
<b>GROUP 2</b>						
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	
<b>GROUP 3</b>						
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	

<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>32</b>	





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

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July, 2019

## BCOM (H) 2019-22 PROGRAMME STRUCTURE

### FIRST SEMESTER

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

### SECOND SEMESTER

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

### 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 & Applications – III	2	1	-	3	
<b>BBM301</b>	Business Statistics	2	1	-	3	
<b>BCL325</b>	Corporate Laws – I	2	1		3	
<b>BCL326</b>	Income Tax Law & Practice – I	3	1	-	4	
BCH307	E-Commerce	2	-	1	3	
<b>Value Added Courses (optional category)</b>						
BCU341	Communication Skills –III	1	-	-	1	
BSU 343	Behavioural Science- III	1	-	-	1	
FLU 344	Foreign Language – III	2	-	-	2	
BCH345	French					
BCH346	German					
BCH347	Spanish					
BCH348	Japanese					
BCH348	Chinese					
BCH330	Term Paper (Evaluation)	-	-	-	3	
<b>TOTAL</b>					<b>30</b>	

#### FOURTH SEMESTER

BCH401	Corporate Accounting – II	3	1	-	4	
BCH402	Cost Accounting – II	2	1	-	3	
BCH403	Microeconomic Theory & Applications – IV	2	1	-	3	
<b>BCM401</b>	Statistical Methods in Research	2	1	-	3	
<b>BCL425</b>	Corporate Laws – II	2	1		3	
<b>BCL426</b>	Income Tax Law & Practice – II	3	1	-	4	
BCH407	Auditing	2	1	-	3	
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BCU441	Communication Skills –IV	1	-	-	1	
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FLU444	Foreign Language – IV	2	-	-	2	
BCH445	French					
BCH446	German					
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#### SUMMER INTERNSHIP – 8 – 10 WEEKS

#### FIFTH SEMESTER

BCH501	Management Accounting – I	2	1	-	3	
BCH502	Macro Economics	3	1	-	4	
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<b>GROUP 3</b>						
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BCH613	Compensation Management - II	2	-	-	2	
BCL624	Industrial Relations & Labour Laws - II	2	-	-	2	
BCH615	Human Resource Accounting - II	2	-	-	2	

<b>GROUP 4</b>						
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	
	<b>TOTAL</b>				<b>32</b>	





**Master of Business Administration**

**Programme Code: MBA**

**Duration – 2 Years Full Time**



**Programme Structure,  
Curriculum & Scheme of Examination**

**2017**

**AMITY UNIVERSITY  
MADHYA PRADESH**

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End Semester Examination	EE	70

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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 & Organizational Behavior	3	-	2	4	
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	
<b>Value Added Courses (optional category)</b>						
MBA142	Business Communication for Managers	1	-	-	1	
MBA143	Self-development and Interpersonal skills	1	-	-	1	
MBA144	Foreign Language – I French German Spanish Japanese Chinese	2	-	-	2	
MBA145						
MBA146						
MBA147						
MBA148						
	<b>TOTAL</b>				<b>29</b>	

### 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	-	-	-	
<b>Value Added Courses (optional category)</b>						
MBA242	Business Correspondence	1	-	-	1	
MBA243	Conflict Resolution & Management	1	-	-	1	
MBA244	Foreign Language – II French German Spanish Japanese Chinese	2	-	-	2	
MBA245						
MBA246						
MBA247						
MBA248						
	<b>TOTAL</b>				<b>29</b>	

### SUMMER INTERNSHIP (8 -10 WEEKS)

## HIRD SEMESTER

MBA301	Strategic Management	3	-	-	3	
MBA302	Managing Excellence (Non Credit Course)	1	-	-	-	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
<b>Value Added Courses (optional category)</b>						
MBA342	Business Communication for Managerial Competence	1	-	-	1	
MBA343	Professional Competencies & Career Development	1	-	-	1	
MBA344	Foreign Language – III	2	-	-	2	
MBA345	French					
MBA346	German					
MBA347	Spanish					
MBA348	Japanese					
	Chinese					
<b>ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
MBA303	Entrepreneurship Process & Behaviour	2	1	2	3	
MBA304	Innovation in Business & Enterprise	2	1	2	3	
MBA305	Evaluating Business Opportunities	2	1	2	3	
MBA306	Emerging Business Sectors & Technologies	2	-	2	3	
<b>FINANCE &amp; ACCOUNTING</b>						
MBA307	Cost and Management Accounting	2	-	2	3	
MBA308	Project Planning, Appraisal & Control	2	-	2	3	
MBA309	International Financial Management	2	1	2	3	
MBA310	Management of Financial Services	2	1	2	3	
MBA311	Security Analysis & Portfolio Management	2	1	2	3	
<b>HUMAN RESOURCE</b>						
MBA312	Industrial Relations & Labour Laws	2	1	2	3	
MBA313	Organizational Change & Development	2	-	2	3	
MBA314	Performance & Competency Management	2	-	2	3	
MBA315	Training & Development	2	1	2	3	
MBA316	Strategic Human Resource Management	2	1	2	3	
<b>INTERNATIONAL BUSINESS</b>						
MBA317	International Trade Finance	2	1	2	3	
MBA318	International Commodity Management	2	-	2	3	
MBA319	International Economics & Policy	2	-	2	3	
MBA365	International Trade Procedures & Documentation	2	1	2	3	
MBA366	Foreign Exchange Management	2	1	2	3	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
MBA371	Business Process System	2	-	2	3	



MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intelligence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
<b>MARKETING &amp; SALES</b>						
MBA376	Consumer Behaviour	2	1	2	3	
MBA377	Distribution & Logistics Management	2	-	2	3	
MBA378	Sales Management	2	1	2	3	
MBA379	Product & Brand Management	2	1	2	3	
MBA380	Rural Marketing	2	-	2	3	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
<b>TOTAL</b>					<b>34</b>	

#### FOURTH SEMESTER

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

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	
<b>HUMAN RESOURCE</b>						
MBA411	Compensation & Reward Management	2	-	2	3	
MBA412	Measurement in Human Resource	2	-	2	3	
MBA413	Global Human Resource Management	2	-	2	3	
MBA414	Organizational Design & Structural Processes	2	-	2	3	
MBA415	Managerial Counselling	2	-	2	3	
<b>INTERNATIONAL BUSINESS</b>						
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	Global Business Operations	2	-	2	3	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
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	
<b>MARKETING &amp; SALES</b>						
MBA475	Advertising & Sales Promotion	2	-	2	3	
MBA476	Customer Relationship Management	2	-	2	3	
MBA477	Industrial Marketing	2	-	2	3	
MBA478	International Marketing	2	-	2	3	
MBA479	Marketing of Services	2	-	2	3	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
MBA485	Mall Dynamics & Real Estate	2	-	2	3	

	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	
	<b>TOTAL</b>				<b>35</b>	



**Master of Business Administration**

**Programme Code: MBA**

**Duration – 2 Years Full Time**



**Programme Structure,  
Curriculum & Scheme of Examination**

**2018**

**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 Learning Outcomes, 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>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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

**FIRST SEMESTER**

<i>Course Code</i>	<i>Course Title</i>	<b>Lecture (L) Hours Per Week</b>	<b>Tutorial (T) Hours Per Week</b>	<b>Practical /Field work (P) Hours Per Week</b>	<b>Total Credits</b>
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
<b>Value Added Courses (optional category)</b>					
MBA142	Business Communication	1	-	-	1
MBA143	Self-development and Interpersonal skills	1	-	-	1
MBA144	Foreign Language – I	2	-	-	2
MBA145	French				
MBA146	German				
MBA147	Spanish				
MBA148	Japanese				
	Chinese				
	<b>TOTAL</b>				<b>27</b>

**SECOND SEMESTER**

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
<b>Value Added Courses (optional category)</b>					
MBA242	Business Communication	1	-	-	1
MBA243	Conflict Resolution & Management	1	-	-	1
MBA244	Foreign Language – II	2	-	-	2
MBA245	French				
MBA246	German				
MBA247	Spanish				
MBA248	Japanese				
MBA248	Chinese				
	<b>TOTAL</b>				<b>28</b>

## PROGRAMME STRUCTURE

### THIRD SEMESTER

MBA301	Project Management	3	-	-	3	
MBA350	Summer Internship (Evaluation)	-	-	-	9	
<b>Value Added Courses (optional category)</b>						
MBA342	Business Communication	1	-	-	1	
MBA343	Professional Competencies & Career Development	1	-	-	1	
MBA344	Foreign Language – III	2	-	-	2	
MBA345	French					
MBA346	German					
MBA347	Spanish					
MBA348	Japanese					
	Chinese					
<b>ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
MBA303	Entrepreneurial Lab	2	1	2	3	
MBA304	Innovation Technology Management	2	1	2	3	
MBA305	Technology Appreciation and Intellectual Property Rights	2	1	2	3	
MBA306	Entrepreneurial Marketing	2	-	2	3	
<b>FINANCE &amp; ACCOUNTING</b>						
MBA307	Valuation	2	-	2	3	
MBA308	Project Appraisal and Finance	2	-	2	3	
MBA309	International Finance	2	1	2	3	
MBA310	Financial markets and Financial Services	2	1	2	3	
MBA311	Investment Analysis and Portfolio Management	2	1	2	3	
<b>HUMAN RESOURCE</b>						
MBA312	Employee Relations	2	1	2	3	
MBA313	Manpower Planning, Recruitment, and Selection	2	-	2	3	
MBA314	Performance Management Systems	2	1	2	3	
MBA315	Understanding Self-Indian Perspective	2	-	2	3	
MBA316	Strategic Human Resource Management	2	1	2	3	
<b>INTERNATIONAL BUSINESS</b>						
MBA317	International Trade Finance	2	1	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	1	2	3	
MBA366	Foreign Exchange Management	2	1	2	3	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
MBA371	Business Process System	2	-	2	3	
MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intelligence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
<b>MARKETING &amp; SALES</b>						
MBA376	Consumer Behaviour	2	1	2	3	
MBA377	Retailing Management	2	-	2	3	
MBA378	Sales and Distribution Management	2	1	2	3	
MBA379	Product & Brand Management	2	1	2	3	
MBA380	Business to Business Marketing	2	-	2	3	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
	<b>TOTAL</b>				<b>34</b>	

#### FOURTH SEMESTER

MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
<b>Value Added Courses (optional category)</b>						
MBA442	Business Communication IV	1	-	-	1	
MBA443	Leadership & Managing Skills	1	-	-	1	
MBA444	Foreign Language – IV	2	-	-	2	
MBA445	French					
MBA446	German					
MBA447	Spanish					
MBA448	Japanese					
	Chinese					
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
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	
<b>FINANCE &amp; ACCOUNTING</b>						
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	
<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
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	
<b>MARKETING &amp; SALES</b>						
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	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
	<b>TOTAL</b>				<b>35</b>	

**Master of Business Administration**

**Programme Code: MBA**

**Duration – 2 Years Full Time**



**Programme Structure,  
Curriculum & Scheme of Examination**

**2019**

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MADHYA PRADESH**

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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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Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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 Credits
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
<b>Value Added Courses (optional category)</b>					
BCM141	Business Communication- I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144	Foreign Language – I	2	-	-	2
MBA145	French				
MBA146	German				
MBA147	Spanish				
MBA148	Japanese				
	Chinese				
	<b>TOTAL</b>				<b>27</b>

**SECOND SEMESTER**

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
<b>Value Added Courses (optional category)</b>					
BCM241	Business Communication- II	1	-	-	1
BSP243	Behavioural Science- II	1	-	-	1
FLP244	Foreign Language – II	2	-	-	2
MBA245	French				
MBA246	German				
MBA247	Spanish				
MBA248	Japanese				
	Chinese				
	<b>TOTAL</b>				<b>28</b>

**SUMMER INTERNSHIP (8 -10 WEEKS)****THIRD SEMESTER**

MBA301	Project Management	3	-	-	3
MBA350	Summer Internship (Evaluation)	-	-	-	9
<b>Value Added Courses (optional category)</b>					
BCM341	Business Communication- III	1	-	-	1
BSP343	Behavioural Science- III	1	-	-	1
FLP 344	Foreign Language – III	2	-	-	2
MBA345	French				
MBA346	German				
MBA347	Spanish				
MBA348	Japanese				
	Chinese				
<b>ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)</b>					
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>					
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
<b>FINANCE &amp; ACCOUNTING</b>					
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

<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
MBA371	Business Process System	2	-	2	3	
MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intelligence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
<b>MARKETING &amp; SALES</b>						
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	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	



	<b>TOTAL</b>				<b>34</b>	
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#### **FOURTH SEMESTER**

MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
<b>Value Added Courses (optional category)</b>						
BCM441	Business Communication- IV	1	-	-	1	
BSP443	Behavioural Science- IV	1	-	-	1	
FLP444	Foreign Language – IV	2	-	-	2	
MBA445	French					
MBA446	German					
MBA447	Spanish					
MBA448	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
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	
<b>FINANCE &amp; ACCOUNTING</b>						
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	
<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund	2	-	2	3	

	Management					
MBA468	Insurance Marketing & Client Management	2	-	2	3	
MBA469	Product Development & Pricing	2	-	2	3	
<b>INFORMATION TECHNOLOGY</b>						
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	
<b>MARKETING &amp; SALES</b>						
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	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
	<b>TOTAL</b>				<b>35</b>	

**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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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>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	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 Credits
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
<b>Value Added Courses (optional category)</b>					
BCM141	Business Communication- I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144	Foreign Language – I	2	-	-	2
MBA145	French				
MBA146	German				
MBA147	Spanish				
MBA148	Japanese				
	Chinese				
	<b>TOTAL</b>				<b>27</b>

**SECOND SEMESTER**

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
<b>Value Added Courses (optional category)</b>					
BCM241	Business Communication- II	1	-	-	1
BSP243	Behavioural Science- II	1	-	-	1
FLP244	Foreign Language – II	2	-	-	2
MBA245	French				
MBA246	German				
MBA247	Spanish				
MBA248	Japanese				
	Chinese				
	<b>TOTAL</b>				<b>28</b>

**SUMMER INTERNSHIP (8 -10 WEEKS)****THIRD SEMESTER**

MBA301	Project Management	3	-	-	3
MBA350	Summer Internship (Evaluation)	-	-	-	9
<b>Value Added Courses (optional category)</b>					
BCM341	Business Communication- III	1	-	-	1
BSP343	Behavioural Science- III	1	-	-	1
FLP 344	Foreign Language – III	2	-	-	2
MBA345	French				
MBA346	German				
MBA347	Spanish				
MBA348	Japanese				
	Chinese				
<b>ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)</b>					
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>					
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
<b>FINANCE &amp; ACCOUNTING</b>					
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

<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						
MBA371	Business Process System	2	-	2	3	
MBA372	Management of Software Projects	2	-	2	3	
MBA373	Decision Support & Business Intelligence Systems	2	-	2	3	
MBA374	Service Oriented Architecture & IT Service Management	2	-	2	3	
MBA375	Web-enabled Business Processes	2	-	2	3	
<b>MARKETING &amp; SALES</b>						
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	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	

	<b>TOTAL</b>				<b>34</b>	
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#### **FOURTH SEMESTER**

MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
<b>Value Added Courses (optional category)</b>						
BCM441	Business Communication- IV	1	-	-	1	
BSP443	Behavioural Science- IV	1	-	-	1	
FLP444	Foreign Language – IV	2	-	-	2	
MBA445	French					
MBA446	German					
MBA447	Spanish					
MBA448	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
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	
<b>FINANCE &amp; ACCOUNTING</b>						
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	
<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
MBA466	Commercial Insurance Underwriting & Operations	2	-	2	3	
MBA467	Insurance Accounts & Fund	2	-	2	3	



	Management					
MBA468	Insurance Marketing & Client Management	2	-	2	3	
MBA469	Product Development & Pricing	2	-	2	3	
<b>INFORMATION TECHNOLOGY</b>						
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	
<b>MARKETING &amp; SALES</b>						
MBA475	Integrated Marketing Communication/Promotion Strategy	2	-	2	3	
MBA476	Digital and Social Media Marketing	2	-	2	3	
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MBA478	International Marketing	2	-	2	3	
MBA479	Services Marketing	2	-	2	3	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
	<b>TOTAL</b>				<b>35</b>	

**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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July, 2018

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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
<b>Value Added Courses (optional category)</b>					
BCM141	Business Communication- I	1	-	-	1
BSP143	Behavioural Science- I	1	-	-	1
FLP144	Foreign Language – I	2	-	-	2
MBA145	French				
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MBA208	Organizational Design	2			2
MBA209	Corporate Strategy	3			3
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MBA385	Total Quality & Competitive Advantage	2	-	2	3	
<b>RETAIL MANAGEMENT</b>						
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	
<b>TOTAL</b>					<b>32</b>	

## FOURTH SEMESTER

MBA401	Corporate Social Responsibility and Sustainability	2		-	2	
MBA420	Managerial Skills For Effectiveness	2			2	
<b>Value Added Courses (optional category)</b>						
FLP444	Foreign Language – IV French	2	-	-	2	
MBA445	German					
MBA446	Spanish					
MBA447	Japanese					
MBA448	Chinese					
MBA455	Dissertation (Commencing Sem – III)	-	-	-	6	
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)</b>						
<b>ENTREPRENEURSHIP &amp; LEADERSHIP</b>						
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	
<b>FINANCE &amp; ACCOUNTING</b>						
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	
<b>HUMAN RESOURCE</b>						
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	
<b>INTERNATIONAL BUSINESS</b>						
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	
<b>INSURANCE MANAGEMENT</b>						
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	
<b>INFORMATION TECHNOLOGY</b>						

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	
<b>MARKETING &amp; SALES</b>						
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	
<b>OPERATIONS MANAGEMENT</b>						
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	
<b>RETAIL MANAGEMENT</b>						
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	
	<b>TOTAL</b>				<b>33</b>	