



AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Commerce (H)

2021-2022

Programme Educational Objectives (PEOs)- B.Com (Hons)

PEO1: To demonstrate a strong understanding of fundamental concepts in accounting, finance, economics, management, marketing, and other relevant business disciplines.

PEO2: Students will be capable of critically analyzing business problems, interpreting financial data, and making informed decisions using quantitative and qualitative methods.

PEO3: Students will be proficient in using relevant technologies and tools in the business environment. This includes understanding the role of technology in enhancing business processes and decision-making.

PEO4: To possess a global mindset, understanding business practices and the impact of globalization on commerce. This involves recognizing cultural diversity and global economic interconnectedness.

PEO5: Students are encouraged to develop an entrepreneurial mindset, demonstrating creativity, innovation, and an understanding of business opportunities. This includes an awareness of the challenges and rewards of entrepreneurship.

Programme Outcomes:

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

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

[PO.3]. Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex

business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

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

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

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAM SPECIFIC OUTCOMES:

Finance:

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

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives

market and to get equipped with the financial tools for making decision for investment in different financial securities.

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

Marketing:

Programme Specific Outcomes:

After graduating in this Program the students will be able to:

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

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

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

HRM

Programme Specific Outcomes:

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

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

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

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	B C H 5 0 6	1	1	3	3	1	3	3	-	-	3	-	-	-	-	-	-	-	-
	B C H 5 0 7	2	1	1	3	2	3	3	3	1	1	-	-	-	-	-	-	-	-
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Amity Business School
Amity University, Madhya Pradesh
PO Mapping of B.COM.(H) Syllabus with the SDGs.

Sr No	Program Outcome [PO]	Program Outcome	Mapping with SDGs.
1	PO-1	Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.	SDG 9 (Industry, Innovation and Infrastructure) as it aims to provide that how to develop and maintain business accounts using innovative emerging technologies in the Industries.
2	PO-2	Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry	SDG 8 (Decent Work and Economic Growth) as it aims to provide the necessary skills set and positive attitude towards achieving the economic growth for an Industry.
3	PO-3	Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.	SDG 3 (Good Health and Well Being) as it focuses on providing the creative and innovative solution for real world complex business and social problems for the overall well- being of Community.
4	PO-4	Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.	SDG 11 (Sustainable Cities and Communities) as it will be helpful to analyze the business environment to find out sustainable cities and communities.
5	PO-5	Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.	SDG 4 (Quality Education) by preparing students to work in team and explaining the business processes with the help of Quality Education.
6	PO-6	Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system	SDG 3 (Good Health and Well-Being) by preparing students to think positively for good health and improving their analytical skills.

7	PO-7	Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development..	SDG 10 (Reduce Inequalities) by preparing students to identify entrepreneurial opportunities and improving analytical skills to reduce inequalities so they can contribute positively.
8	PO-8	Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large	SDG 4 (Quality Education) as it aims to provide comprehensive knowledge about improving their communication skills for the overall development.
9	PO-9	Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.	SDG 9 (Industry, Innovation and Infrastructure) by emphasizing objectivity and need for research and business intelligence to participate innovatively in industry.
10	PO-10	Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.	SDG 16 (Peace, Justice and Strong Institutions) To achieve the awareness, enlightenment, and commitment through justice and peace to maintain professionalism in the Institutions.



Courses Mapped with various National Missions

Sr. No.	Name of School	Program Name	Semester	Course Code	Course Name	National Mission
1	Amity Business School	BCom (H)	I	EVS 142	Environmental Studies I	National mission for Green India (GIM)
2	Amity Business School	BCom (H)	III	BSU 343	Problem Solving and Creative Thinking	Skill India/ PMKVY
3	Amity Business School	BCom (H)	IV	BCU 441	Communication Skills IV	Skill India/ PMKVY
4	Amity Business School	BCom (H)	V	BCU 541	Communication Skills V	Skill India/ PMKVY
5	Amity Business School	BCom (H)	VI	BCU 641	Communication Skills VI	Skill India/ PMKVY
6	Amity Business School	BCom (H)	VI	BBM 601	Analytical Skill Building	Skill India/ PMKVY
7	Amity Business School	B.COM (H)	III	BCH307	E-Commerce	Digital India (DI)

ENVIRONMENTAL STUDIES-I

Course Code: EVS 142

Credit Units: 02

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Component s	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)

- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p



Course Title: Problem Solving And Creative Thinking

Subject Name: Behavioural Science - III

Course Level: Undergraduate

Course Code: BSU-343

Total Hours: 10

Semester-III

Course Credit: 01

Course Objective:

To enable the students:

- Understand the process of problem solving and creative thinking.
- Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

(2 Hours)

- What is thinking: The Mind/Brain/Behavior
- Critical Thinking and Learning:
 - Making Predictions and Reasoning
 - Memory and Critical Thinking
 - Emotions and Critical Thinking
- Thinking skills

Module II: Hindrances to Problem Solving Process

(2 Hours)

- Perception
- Expression
- Emotion
- Intellect
- Work environment

Module III: Problem Solving

(2 Hours)

- Recognizing and Defining a problem
- Analyzing the problem (potential causes)
- Developing possible alternatives
- Evaluating Solutions
- Resolution of problem
- Implementation
- Barriers to problem solving:
 - Perception
 - Expression
 - Emotion
 - Intellect
 - Work environment



Module IV: Plan of Action

(2 Hour)

- Construction of POA
- Monitoring
- Reviewing and analyzing the outcome

Module V: Creative Thinking

(2 Hours)

- Definition and meaning of creativity
- The nature of creative thinking
 - Convergent and Divergent thinking
 - Idea generation and evaluation (Brain Storming)
 - Image generation and evaluation
 - Debating
- The six-phase model of Creative Thinking: ICEDIP model

Student learning outcomes

- Student will be able to understand and solve the problems effectively in their personal and professional life.
- Students will outline multiple divergent solutions to a problem,
- Student will able to create and explore risky or controversial ideas, and synthesize ideas/expertise to generate innovations.

Examination Scheme:

Evaluation Components	Attendance	Journal of Success (JOS)	Social Awareness Program (SAP) SAP Report/SAP Presentation	End Semester Exam	Total
Weightage (%)	5	10	15	70	100

Suggested Readings:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Richard Y. Chang and P. Keith, Kelly: Wheeler Publishing, New Delhi, 1998.
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management (1996); Pfeiffer & Company
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

Annexure' CD-01'

UG: Semester IV
Course Title: Communication Skills-IV
Credit Units: 1
Course Code: BCU 441

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective:

This course is designed to develop the skills of the students in preparing job search artifacts and negotiating their use in GDs and interviews.

Prerequisites: NIL

Course Contents / Syllabus:				
1.	Module I Employment-Related Correspondence			35% Weightage
	<ul style="list-style-type: none"> • Resume Writing • Covering Letters • Follow Up Letters 			
2.	Module II Dynamics of Group Discussion			35% Weightage
	<ul style="list-style-type: none"> • Significance of GD • Methodology & Guidelines 			
3.	Module III Interviews			20% Weightage
	<ul style="list-style-type: none"> • Types & Styles of Interviews • Fundamentals of facing Interviews • Interview-Frequently Asked Questions 			
4.	Module IV Short Stories			10% Weightage
	<ul style="list-style-type: none"> • Proof of the Pudding - O. Henry • “The Lottery” 1948 – Shirley Jackson • The Eyes Have it- Ruskin Bond • Kallu- Ismat Chughtai <p>All the four stories will be discussed in one class. One Long Question will be set in the Exam from the Text.</p>			
5.	Student Learning Outcomes:			
	<ul style="list-style-type: none"> • Develop a resume for oneself • Ability to handle the interview process confidently • Learn the subtle nuances of an effective group discussion 			
6.	Pedagogy for Course Delivery:			
	<ul style="list-style-type: none"> • Workshop • Group Discussions • Presentations • Lectures 			
7.	Assessment/ Examination Scheme:			
	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	
	100%	NA	70%	

Theory Assessment (L&T):			
Components (Drop down)	CIE	Attendance	End Term Examination
Weightage (%)	25%	5%	70%

Text: *Sharma, R.C. & Krishna Mohan. Business Correspondence and Report Writing: A Practical approach to Business & Technical Communication, New Delhi: Tata McGraw Hill & Co. Ltd., 2002.*
Rai, Urmila & S.M. Rai. Business Communication, Mumbai: Himalaya Publishing House, 2002.

Rizvi, M.Ashraf. Effective Technical Communication, New Delhi: Tata McGraw Hill, 2007.

Reference: *Brusaw, Charles T., Gerald J. Alred & Walter E. Oliu. The Business Writer's Companion, Bedford: St. Martin's Press, 2010.*

Lewis, Norman. How to Read Better and Faster. New Delhi: Binny Publishing House.

Additional Reading: Newspapers and Journals



UG : Semester V

Course Title: Communication Skills-V

Credit Units: 1

Course Code: BCU 541

Course Objective:

- To enable the students to adopt strategies for effective reading and writing skills.
- The course would enhance student's vocabulary, language and fluency. It would also teach the students to deliver professional presentations.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Prerequisites: NIL

Course Contents / Syllabus:

1.	Module I Vocabulary <ul style="list-style-type: none"> • Define Vocabulary • Significance of Vocabulary • One Word Substitution, Synonyms & Antonyms and Idioms & Phrases • Define and Differentiate Homonyms, Homophones and Homographs • Vocabulary Drills • Foreign Words 	35% Weightage
2.	Module II Comprehension Skills <ul style="list-style-type: none"> • Reading Comprehension-SQ3R Reading Techniques • Summarising and Paraphrasing • Précis Writing • Listening Comprehension 	25% Weightage
3.	Module III Presentation Skills <ul style="list-style-type: none"> • Discussing the Significance of Audio-visual Aids, Audience and Feedback in Presentation Skills • Analyzing the Significance of Non-Verbal Communication 	30% Weightage
4.	Module IV Prose <ul style="list-style-type: none"> • How Far is the River-Ruskin Bond • My Wood-E.M.Forster • I have a Dream-Martin Luther King • Spoken English and Broken English-G.B. Shaw 	10% Weightage

5. 6.	<p>Student Learning Outcomes:</p> <ul style="list-style-type: none"> • Communicate fluently and sustain comprehension of an extended discourse. • Demonstrate ability to interpret texts and observe the rules of good writing. • Prepare and present effective presentations aided by ICT tools. <p>Pedagogy for Course Delivery: Workshop</p> <ul style="list-style-type: none"> • Group Discussions • Presentations • Lectures 																	
7.	<p>Assessment/ Examination Scheme:</p> <table border="1" data-bbox="264 400 1301 520"> <thead> <tr> <th data-bbox="264 400 562 475">Theory L/T (%)</th> <th data-bbox="562 400 965 475">Lab/Practical/Studio (%)</th> <th data-bbox="965 400 1301 475">End Term Examination</th> </tr> </thead> <tbody> <tr> <td data-bbox="264 475 562 520">100%</td> <td data-bbox="562 475 965 520">NA</td> <td data-bbox="965 475 1301 520">70%</td> </tr> </tbody> </table> <p>Theory Assessment (L&T):</p> <table border="1" data-bbox="264 619 1301 790"> <thead> <tr> <th data-bbox="264 619 488 687">Components (Drop down)</th> <th data-bbox="488 619 618 687">CIE</th> <th data-bbox="618 619 772 687">Mid Sem</th> <th data-bbox="772 619 960 687">Attendance</th> <th data-bbox="960 619 1301 687">End Term Examination</th> </tr> </thead> <tbody> <tr> <td data-bbox="264 687 488 790">Weightage (%)</td> <td data-bbox="488 687 618 790">10%</td> <td data-bbox="618 687 772 790">15%</td> <td data-bbox="772 687 960 790">5%</td> <td data-bbox="960 687 1301 790">70%</td> </tr> </tbody> </table>	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination	Weightage (%)	10%	15%	5%	70%	
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Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination														
Weightage (%)	10%	15%	5%	70%														

Text: Jaffe, C.I. Public Speaking: Concepts and Skills for a Diverse Society, 4th ed. Belmont, CA: Wadsworth, 2004.

Effective English for Engineering Students, B Cauveri, Macmillan India

***Creative English for Communication*, Krishnaswamy N, Macmillan**

Reference: *A Textbook of English Phonetics*, Balasubramanian T, Macmillan

Additional Reading: Newspapers and Journals

Annexure' CD-01'

UG: Semester VI

Course Title: Communication Skills VI

Credit Units: 1

Course Code: BCU 641

Course Objective: The main emphasis of this course is to enable students to learn the dynamics of social communication and to demonstrate the ability to learn the nuances of informal communication.

Prerequisites: NIL

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Contents / Syllabus:		
1.	Module I Social Communication Essentials	30% Weightage
	<ul style="list-style-type: none"> • Small talk • Building rapport • Expand social and Corporate Associations • Informal Communication: Grapevine, Chat 	
2.	Module II Workplace Interpersonal Skills	25% Weightage
	<ul style="list-style-type: none"> • Understanding Social Communication in Workplace environment. • Employee feedback: Assess employee performance and satisfaction. • Simulation ➤ Humour in Communication-Use of 'Puns' ➤ Entertainment and Communication (Infotainment) • Infotainment and Social Media • Entertainment in Journalism ➤ Social Networking 	
3.	Module III Visual Code / Social Etiquette	35% Weightage
	<ul style="list-style-type: none"> • Power Dressing • Fine Dining • Office Party Etiquette • Business Travel Etiquette ➤ Work Place and Business Etiquette • Proper Greetings • Thank You Notes • Telephonic Manners/ Voice Mail Etiquette • Business Salutation Etiquette • Guest Etiquette • Cubicle Etiquette • Business Card Etiquette ➤ Different Cultural Etiquette & Protocol 	
4.	Module IV Prose	10% Weightage
	<ul style="list-style-type: none"> • Secret of Socrates - Dale Carnegie • My Financial Career-Stephen Leacock 	

	<ul style="list-style-type: none"> • The Luncheon - W. Somerset Maugham • The National Flag - Jawahar Lal Nehru <p>All the four stories will be discussed in one class One Long Question will be set in the Exam from the Text</p>																		
5.	<p>Student Learning Outcomes:</p> <ul style="list-style-type: none"> • To communicate contextually in specific personal and professional situations with courtesy. • To inject humour in their regular interactions. • To strengthen their creative learning process through individual expression and collaborative peer activities. 																		
6.	<p>Pedagogy for Course Delivery:</p> <ul style="list-style-type: none"> • Workshop • Group Discussions • Presentations • Lectures 																		
7.	<p>Assessment/ Examination Scheme:</p> <table border="1"> <thead> <tr> <th>Theory L/T (%)</th> <th>Lab/Practical/Studio (%)</th> <th>End Term Examination</th> </tr> </thead> <tbody> <tr> <td>100%</td> <td>NA</td> <td>70%</td> </tr> </tbody> </table> <p>Theory Assessment (L&T):</p> <table border="1"> <thead> <tr> <th colspan="3">Continuous Assessment/Internal Assessment</th> <th rowspan="2">End Term Examination</th> </tr> <tr> <th>Components (Drop down)</th> <th>CIE</th> <th>Attn</th> </tr> </thead> <tbody> <tr> <td>Weightage (%)</td> <td>25%</td> <td>5%</td> <td>70%</td> </tr> </tbody> </table>	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Continuous Assessment/Internal Assessment			End Term Examination	Components (Drop down)	CIE	Attn	Weightage (%)	25%	5%	70%	
Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination																	
100%	NA	70%																	
Continuous Assessment/Internal Assessment			End Term Examination																
Components (Drop down)	CIE	Attn																	
Weightage (%)	25%	5%	70%																

Text: Krizan, Merrier, Logan & Williams. *Effective Business Communication*, New Delhi: Cengage, 2011

- *Communication and Organizational Culture*. Keyton. Joann. Sage Publications

- *Social Communication (Frontiers of Social Psychology)*. Fiedler, Klaus. Psychology Press

Reference: *Cyberpunks: Freedom and the Future of the Internet*. [Assange, Julian Assange](#). OR Books.

Additional Reading: Newspapers and Journals

ANALYTICAL SKILL BUILDING

Course Code: BBM 601

Credit Units: 04

Course Objective:

To develop in students skills of analytical and logical reasoning and that will be a great asset for them in their future careers.

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration

Module III: Data Interpretation

Bar Graph / Line Graph / Pie Chart / Table / Table Three Dimensional or Triangular Bar Diagram / Misc. (Radar, Area, Network) / Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

- The practice of Questions can be done from any reasoning book.

E - COMMERCE

Course Code: BCH 307

Credit Units: 03

Course Objective:

The subject will provide students with the knowledge to cover wide-ranging aspects of conducting business on the Internet.

Course Contents:

Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

Module III: E-Marketing Applications in B2B

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

Module IV: E-Finance Applications in Governance,

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

Module V: E-Payment Emerging Business Models

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

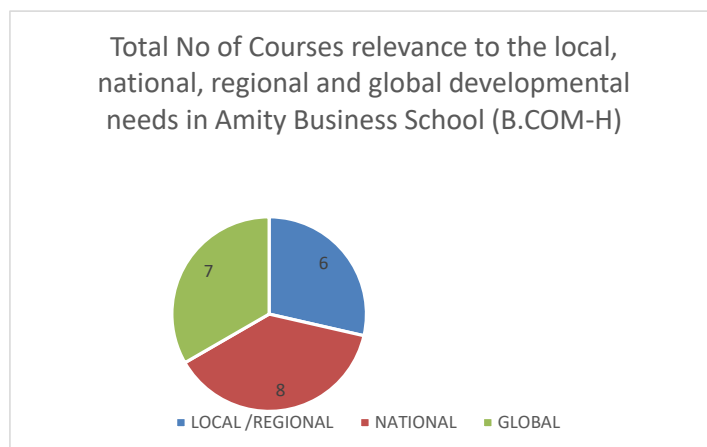
Text & References:

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal



S.No.	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	1.1.1 Curricula developed		
						LOCAL /REGIONAL	NATIONAL	GLOBAL
Amity Business School (B.COM -H)								
1	AMITY BUSINESS SCHOOL	UG:B.COM (H)	I	BCH101	Business Organization & Management	1	1	1
2				BCH102	Basic Concepts of Financial Accounting	1	1	
3				BCH103	Microeconomic Theory & Applications – I			
4				BCH109	DEMOCRACY AND GOVERNANCE IN INDIA			
5				BBM 101	Elementary Business Mathematics			
6			II	BCH201	Financial Accounting II			
7				BCH202	MICROECONOMIC THEORY AND APPLICATIONS - II	1	1	
8				BCH207	PSYCHOLOGY AND ETHICS			
9				BCL225	BUSINESS AND ECONOMIC LAWS – II			
10			III	BCH301	Corporate Accounting			
11				BCH302	Cost Accounting -I			
12				BCH303	MICROECONOMIC THEORY AND APPLICATIONS – III			
13				BCH307	E - Commerce	1	1	1
14				BCL 325	Corporate Laws-I			
15				BCL 326	Income Tax Law and Practice I		1	
16			IV	BCH401	CORPORATE ACCOUNTING - II			
17				BCH402	COST ACCOUNTING – II			
18				BCH403	MICROECONOMIC THEORY AND APPLICATIONS – IV		1	
19				BCM401	STATISTICAL METHODS IN RESEARCH			
20				BCL425	CORPORATE LAWS – II			
21				BCL426	INCOME TAX LAW AND PRACTICE – II			
22				BCH407	AUDITING			
23			V	BBM501	Operations Research			
24				BCH501	Management Accounting			1
25				BCH 502	Macro Economics			1
26				BCH504	Financial Management			
27				BCH505	FUNDAMENTALS OF INVESTMENTS - I			
28				BCH506	Financial Markets, Institutions & Financial Services – I			
29				BCH 507	Insurance and Risk Management			
30				BCH508	PRICIPLES OF MARKETING-I			
31				BCH509	INTERNATIONAL BUSINESS - I			1
32				BCH511	Service Marketing			
33			BCH512	Human Resource Management				
34			BCH513	Compensation Management				
35				BCH 601	MANAGEMENT ACCOUNTING – II			
36				BCH 602	INDIAN ECONOMY – PERFORMANCE AND POLICIES			
37				BCH 604	FINANCIAL MANAGEMENT – II			
38				BCH605	FUNDAMENTALS OF INVESTMENTS – II			
39				BCH 606	FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II			
40				BCH607	INSURANCE AND RISK MANAGEMENT - II			

41	VI	BCH608	PRINCIPLES OF MARKETING - II				
42		BCH 609	INTERNATIONAL BUSINESS -II	1	1	1	
43		BCH 610	ADVERTISING AND PERSONAL SELLING - II	1	1	1	
44		BCH 611	SERVICE MARKETING-II				
45		BCH 612	HUMAN RESOURCE MANAGEMENT - II				
46		BCH 613	COMPENSATION MANAGEMENT - II				
47		BCL 624	INDUSTRIAL RELATIONS AND LABOUR LAWS - II				
48		BCH 615	HUMAN RESOURCE ACCOUNTING - II				
49		BCH 616	CORPORATE TAX PLANNING - II				
50		BCH 617	COMPUTERIZED ACCOUNTING SYSTEM – II				
51		BCH 618	BUSINESS DATA PROCESSING - II				
52		BCH 619	COMPARATIVE ACCOUNTING SYSTEMS - II				
ABSOM		Total No of Courses relevance to the local, national, regional and global developmental needs			6	8	7





AMITY UNIVERSITY

MADHYA PRADESH

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

BACHELOR OF COMMERCE (H)

COURSE OUTCOMES:

FIRST SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BCH101	Business Organization & Management	<ul style="list-style-type: none">• Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.• Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.• Able to recognize the essential features of planning, process and types of plans .• Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE• Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.• Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.• Evaluating the concept of Change Management, Knowledge Management and Learning organization.
2.	BCH102	Basic Concepts of Financial Accounting	<ul style="list-style-type: none">• Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial

			<p>Balance, Errors and their rectification, Cash Book & Bank Book.</p> <ul style="list-style-type: none"> • Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments. • Able to recognize the essential of Depreciation & Inventory Valuation methods • Describe the role of Bank Reconciliation Statement & Bills of Exchange. • Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.
3.	BCH103	Microeconomic Theory & Applications – I	<ul style="list-style-type: none"> • Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc. • To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles • The students will be able understand how the business organizations work by applying economic principles in their business management.

4.	BCH109	DEMOCRACY AND GOVERNANCE IN INDIA	<ul style="list-style-type: none"> • Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level. • To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions. • To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India • Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas
5.	BBM 101	Elementary Business Mathematics	<ul style="list-style-type: none"> • Understand set theory and functions in Business and Economics Limits. • Analyse Basic Counting Principle, Permutation and Combinations • Apply Simple, Compound Interest and Annuities • Evaluate Matrices, Determinants and Numerical Problems

SECOND SEMESTER

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

4.	BCL225	BUSINESS AND ECONOMIC LAWS - II	<ul style="list-style-type: none"> • Students will be able to understand the general legal framework, and of specific legal areas relating to business. • Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law. • Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.
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THIRD SEMESTER

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

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

			<p>Discuss major ethical and legal issues surrounding e-commerce</p> <ul style="list-style-type: none"> To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.
5.	BCL 325	Corporate Laws-I	<ul style="list-style-type: none"> Understand Corporate Laws and its importance. Analyse Promotion and incorporation of Companies Apply Memorandum of Association, Articles of Association and Prospectus Evaluate functions, duties and rights of Directors of a Company
6.	BCL 326	Income Tax Law and Practice I	<ul style="list-style-type: none"> Understand Income Tax Laws and its importance. Analyse exemptions on different categories and sources of income Apply Income on Salaries and other components associated with salaries. Evaluate income from house properties and exempted income from house properties .

FOURTH SEMESTER

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

			<ul style="list-style-type: none"> • Able to recognize the essential features of goodwill, shares and Dividend • Describe about the Final accounts of banking companies, insurance companies and electricity companies. • Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.
2.	BCH402	COST ACCOUNTING – II	<ul style="list-style-type: none"> • Able to understand the concept of overhead costing, Procedure for accounting and control of overheads • Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing. • Able to recognize the essential features of Marginal costing and Break-Even Analysis
3.	BCH403	MICROECONOMIC THEORY AND APPLICATIONS – IV	<ul style="list-style-type: none"> • Able to understand Market for factor inputs. • Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty. • Able to recognize the essential features of General Equilibrium and Welfare Economics
4.	BCM401	STATISTICAL METHODS IN RESEARCH	<ul style="list-style-type: none"> • Able to understand the concept of Time series and index numbers. • Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics. • Evaluate the features of planning, process and types of plans

5.	BCL425	CORPORATE LAWS – II	<ul style="list-style-type: none"> • Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting. • Know about the Dividends and Rules regarding unpaid or unclaimed dividend. • Able to recognize the essential features of auditing, Auditors’ power planning, process and types of plans • Evaluate the role of official Liquidator and implementation of Corporate Governance.
6.	BCL426	INCOME TAX LAW AND PRACTICE – II	<ul style="list-style-type: none"> • Able to understand the concept of Profits & Gains of Business & Profession. • Know the basic functions of Income from Capital Gains • Able to recognize the essential sources and features of Income from other sources • Able to understand the concept of advance payment of Tax. • Evaluating the concept of Goods and Services Tax (GST)
7.	BCH407	AUDITING	<ul style="list-style-type: none"> • Able to understand the concept of auditing. • Know the basic functions of internal check and control. • Describe the role of auditors. • Evaluating the concept of audit report.

FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1	BBM501	Operations Research	<ul style="list-style-type: none"> • Understand basic concepts of Operations Research • Analyse Linear Programming • Apply Transportation Problem • Apply Assignment Problem • Examine Game Theory • Interpret Queuing & Simulation
2	BCH501	Management Accounting	<ul style="list-style-type: none"> • Understand basic concepts of Management Accounting • Analyse and Interpret Financial Statements Apply Ratio Analysis • Examine Funds Flow Analysis
3	BCH 502	Macro Economics	<ul style="list-style-type: none"> • Understand basic concepts of Macro Economics • Understand the concepts of National Income Accounting • Analyse Schools of Macro Economic Thought • Analyse Keynesian Model of Macro economics • Apply Quantity Theory of Money • Examine implications of Inflation
4	BCH504	Financial Management	<ul style="list-style-type: none"> • Understand basic concepts of Financial Management • Analyse Time Value of Money • Analyse Cost of capital • Apply Capital Budgeting

4	BCH505	FUNDAMENTALS OF INVESTMENTS - I	<ul style="list-style-type: none"> • Understand basic concepts of Investment • Analyse Financial Information • Analyse Risk and Return • Examine Different Types of Bonds • Administer Industry Analysis
5	BCH506	Financial Markets, Institutions & Financial Services – I	<ul style="list-style-type: none"> • Understand basic concepts of Financial Markets, Institutions & Financial Services – I • Analyse Capital Market • Examine mutual funds • Examine the concept and process of factoring Evaluate Non- Banking Financial Companies • Evaluate Life and Non-life Insurance Organizations in India
6	BCH 507	Insurance and Risk Management	<ul style="list-style-type: none"> • Understand basic concepts of Insurance • Analyse Risk Management • Apply Life Assurance • Examine functions of agent.
7	BCH508	PRICIPLES OF MARKETING-I	<ul style="list-style-type: none"> • Understand basic concepts of Marketing • Analyse Market Segmentation • Apply Product Launching • Examine Price System • Examine Distribution Channel
8	BCH509	INTERNATIONAL BUSINESS - I	<ul style="list-style-type: none"> • Understand International Business • Analyse International Economic Environment Apply Licensing • Examine World Trade Organization
9	BCH511	Service Marketing	<ul style="list-style-type: none"> • Understand basic concepts of Service Marketing • Analyse Consumer Behaviour • Apply Service Quality • Examine Service Design

10	BCH512	Human Resource Management	<ul style="list-style-type: none"> • Understand basic concepts of Human Resource Management • Analyse Human Resource Planning • Apply Promotion and Transfer Policy
11	BCH513	Compensation Management	<ul style="list-style-type: none"> • Understand basic concepts of Compensation Management • Analyse process of Job Analysis • Apply Wage Policy • Examine Pay Structure

SIXTH SEMESTER

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

			<p>have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.</p> <ul style="list-style-type: none"> • Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole. • Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.
3	BCH 604	FINANCIAL MANAGEMENT – II	<ul style="list-style-type: none"> • Demonstrating an understanding of the overall role and importance of the finance function. • Validating knowledge of a basic financial vocabulary • Demonstrating basic finance management knowledge. • Understanding of the goals of the finance manager • Identifying the basic financial environment, institutions and services
4	BCH605	FUNDAMENTALS OF INVESTMENTS – II	<ul style="list-style-type: none"> • Understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management • Analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators

			<p>using various modes for the purpose of investment.</p> <ul style="list-style-type: none"> • Learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel • Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models • Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences
5	BCH 606	FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II	<ul style="list-style-type: none"> • Understand the role and function of the financial system in reference to the macro economy. • Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. • Evaluate and create strategies to promote financial products and services. • Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market. • Research and analyze specific problems or issues related to financial markets and institutions.
6	BCH607	INSURANCE AND RISK MANAGEMENT - II	<ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Understand the working and functioning of the Insurance Sector. • Study the inter-relationship between Insurance & Risk Management. • Analyze the Role of Insurance Business

			<p>Intermediaries.</p> <ul style="list-style-type: none"> • Obtain an overview of Regulatory Framework of Insurance Sector
7	BCH608	PRINCIPLES OF MARKETING - II	<ul style="list-style-type: none"> • To understand the role of marketing within society and within an economic system. • To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. • To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions. • To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. • To appreciate how a marketing perspective is important in your own personal and professional development.
8	BCH 609	INTERNATIONAL BUSINESS -II	<ul style="list-style-type: none"> • Possess knowledge of current theory and techniques of the major business discipline. • exhibit the leadership capacity and teamwork skills for business decision making. • Understand the ethical implication of business decision making and recognize ethical dilemmas. • Demonstrate the ability to communicate effectively. • Demonstrate critical thinking skills and have an understanding of global perspectives.
9	BCH 610	ADVERTISING AND PERSONAL SELLING - II	<ul style="list-style-type: none"> • Understand the place and contribution of marketing to the business enterprise • Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

			<ul style="list-style-type: none"> • Understand the role of marketing as a fundamental organizational policy process. • Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces • Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits
1.	BCH 611	SERVICE MARKETING-II	<ul style="list-style-type: none"> • Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically • Evaluate the Service quality model and learn to increase service quality & Productivity • Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector. • Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing • Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. • Identify factors behind to choose store location, its layout and diagnosis different visual displays using in retail format.
2.	BCH 612	HUMAN RESOURCE MANAGEMENT - II	<ul style="list-style-type: none"> • Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems • Examine actual business cases and apply problem solving and critical

			<p>thinking skills through group case studies</p> <ul style="list-style-type: none"> • Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data. • Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.
3.	BCH 613	COMPENSATION MANAGEMENT - II	<ul style="list-style-type: none"> • Understand the different components of compensation. • Comprehend and evaluate the role of pay commissions in compensation planning • Evaluate and implement the knowledge to solve compensation-related problems in organizations. • Rationally design the compensation structure for the organization. • Comprehend the legal aspects associated with compensation.
4.	BCL 624	INDUSTRIAL RELATIONS AND LABOUR LAWS - II	<ul style="list-style-type: none"> • Elaborate on the concepts of Industrial Relation. • Illustrate the role and applicability of the various Acts. • Outline the important causes and impact of industrial disputes. • Summarize important provisions of various Acts.
5.	BCH 615	HUMAN RESOURCE ACCOUNTING - II	<ul style="list-style-type: none"> • To introduce the concept of Human resource accounting, its objectives, approaches to accounting process • To make the students understand the importance of investment in human resources and the need for accounting of human capital • To provide information on responsibility accounting and

			<p>management control</p> <ul style="list-style-type: none"> To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements To learn about organisational climate
6.	BCH 616	CORPORATE TAX PLANNING - II	<ul style="list-style-type: none"> To provide knowledge about goods service tax To create employability to the students in the commercial tax practices To understand the procedure for registration, payment and refund of GST To know tax related with movement of goods To understand the appeals, offences and penalties with respect to GST
7.	BCH 617	COMPUTERIZED ACCOUNTING SYSTEM - II	<ul style="list-style-type: none"> After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software. Students will possess required skill and can also be employed as Tally data entry operator. To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts. To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

8.	BCH 618	BUSINESS DATA PROCESSING - II	<ul style="list-style-type: none"> • Understand the basic principles of database management systems. • Draw Entity-Relationship diagrams to represent simple database application scenarios • Write SQL queries for a given context in relational database. • Discuss normalization techniques with simple examples. • Describe transaction processing and concurrency control concepts.
9.	BCH 619	COMPARATIVE ACCOUNTING SYSTEMS - II	<ul style="list-style-type: none"> • Explain, and make comparisons between, the financial reporting regimes of a range of countries. • Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation. • Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries. • Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system



AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2021-22

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

PEO1: To demonstrate a comprehensive understanding of the chosen field of study within the arts, including key concepts, theories, and methodologies.

PEO2: Students will be able to think critically, analyze information, and evaluate ideas within the context of their chosen discipline. This involves the ability to synthesize information and draw well-reasoned conclusions.

PEO3: To understand ethical principles and social responsibility within the context of their discipline. This includes an awareness of the impact of their work on society and a commitment to ethical behavior.

PEO4: To demonstrate creativity and innovation within their field, whether it be in the arts, humanities, or social sciences. This involves the ability to generate original ideas and contribute to the advancement of knowledge in their discipline.

PEO5: Students will be prepared to engage with their communities, whether local, national, or global. This involves applying their skills and knowledge to contribute positively to society.

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

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

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

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

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

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

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

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

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

PROGRAMME ARTICULATION MATRIX- BA(H) Eco											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
	BAE 101	2	1	-	1	2	3	2	2	-	3
	BAE 102	1	3	-	1	3	1	2	3	-	3
	BAE 103	3	3	-	3	3	1	1	1	3	2
I SEM	BAE 104	2	2	2	2	2	1	3	1	1	1
	BAE 105	-	1	3	3	1	1	3	3	3	2
	BAE 143	2	3	3	3	1	3	1	3	2	3
	BAE 144	1	2	3	3	2	2	3	3	2	3
	BAE 201	1	2	2	2	1	2	-	1	2	3
	BAE 202	-	2	3	2	1	1	-	1	1	2
	BAE 203	2	2	2	3	1	2	-	2	3	2
II SEM	BAE 204	2	3	1	3	2	3	-	1	3	3
	BAE 205	-	3	1	1	2	2	-	3	2	1
	BAE 240	1	3	1	3	2	1	3	2	2	1
	BAE 243	1	1	2	3	3	1	3	1	1	2
	BAE	2	3	1	3	3	2	3	3	2	2

	244										
	BAE 301	2	1	2	2	3	3	2	3	1	2
III SEM	BAE 302	1	2	1	3	2	3	1	3	2	-
	BAE 303	1	-	2	2	3	1	3	2	3	-
	BAE 304	2	-	1	1	1	2	3	2	3	-
	BAE 305	2	2	3	3	1	2	3	1	2	-
	BAE 330	3	3	1	2	1	2	3	3	2	-
	BAE 341	2	3	3	2	2	2	1	2	1	-
	BSU 343	1	1	3	1	1	1	3	3	2	-
	FLU 344	-	1	1	1	3	1	3	3	1	-
	BAE 401	1	1	3	2	1	2	2	-	1	3
	BAE 402	-	1	3	1	3	3	1	-	3	3
IV SEM	BAE 403	1	3	2	2	3	1	2	1	2	1
	BAE 404	1	1	3	1	1	2	2	1	2	3
	BAE 405	2	-	-	-	-	-	2	2	1	1
	BAE 441	3	3	3	2	1	-	2	2	2	1
	BAE 443	3	2	3	2	1	-	3	2	3	3
	BAE 444	3	1	3	1	1	-	1	1	2	1
	BAE 501	1	3	2	2	2	3	3	2	1	1
	BAE 502	1	3	2	1	1	2	1	2	2	2
	BAE 503	1	2	2	3	1	1	1	1	1	2
	BAE 504	3	2	2	1	3	3	3	3	3	2
	BAE 505	3	2	3	2	1	2	3	1	2	2
V SEM	BAE 550	-	-	-	-	-	2	1	1	1	3

	BAE 541	-	-	-	-	-	3	2	3	2	3
	BAE 543	3	3	3	1	1	1	1	1	3	1
	BAE 544	1	1	1	3	3	2	2	2	3	2
	BAE 601	3	2	3	2	2	1	3	2	1	1
	BAE 602	1	2	2	-	-	-	2	2	2	3
VI SEM	BAE 603	2	2	1	-	2	2	2	1	1	1
	BAE 604	3	1	1	-	1	1	3	1	-	2
	BAE 655	2	1	3	-	2	1	3	3	-	1
	BAE 641	-	3	3	2	3	3	1	1	-	2
	BAE 643	-	3	1	2	3	3	3	3	-	-
	BAE 644	-	1	1	2	1	3	1	-	-	-

Amity Business School

Amity University Madhya Pradesh

PO Mapping of BA (ECONOMICS HONOURS) Syllabus with the SDGs.

Sr No	Program Outcome [PO]	Program Outcome	Mapping with SDGs.
1	PO-1	Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts	SDG 4 (Quality Education) as it aims to provide the quality education so that they can improve their skills and capabilities to sustain in global business environment.
2	PO-2	Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.	SDG 4 (Quality Education) as it aims to provide comprehensive knowledge in the practical subjects like finance, economics, etc.
3	PO-3	The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.	SDG 9 (Industry, Innovation, and Infrastructure) as it focuses on innovation and skills to take effective managerial decisions in the Industries.
4	PO-4	To prepare the students for working in the Economic world like banking, industries, Education, etc.	SDG 9 (Industry, Innovation, and Infrastructure) as it focuses on practical implications of industries like Banking, finance etc.
5	PO-5	Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.	SDG 8 (Decent Work and Economic Growth) by preparing students to apply the positive approach and skills in various fields of industries to achieve economic benefits.
6	PO-6	Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment.	SDG 3 (Good Health and Well Being) as it focuses on providing the creative and innovative solution for real world complex business and social problems for the overall well-being of Community.
7	PO-7	Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens.	SDG 8 (Decent Work and Economic Growth) by preparing students to apply the positive approach and skills in various fields of industries to achieve economic benefits.
8	PO-8	Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders.	SDG 9 (Industry, Innovation, and Infrastructure) as it focuses on practical implications of industries like Banking, finance etc.

9	PO-9	Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities.	SDG 8 (Decent Work and Economic Growth) by preparing students to apply the positive approach and skills in various fields of industries to achieve economic benefits.
10	PO-10	Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.	SDG 10 (Reduce Inequalities) by preparing students to identify entrepreneurial opportunities and improving analytical skills to reduce inequalities so they can contribute positively.



Courses Mapped with various National Missions

Sr. No.	Name of School	Program Name	Semester	Course Code	Course Name	National Mission
1	Amity Business School	BA(H)	I	BCU 141	Communication Skills I	Skill India/ PMKVY
2	Amity Business School	BA(H)	II	BCU 241	Communication Skills II	Skill India/ PMKVY
3	Amity Business School	BA(H)	III	BCU 341	Communication Skills III	Skill India/ PMKVY
4	Amity Business School	BA(H)	I	EVS 142	Environmental Studies	National mission for Green India (GIM)

COURSE CURRICULUM

Annexure 'AAB-CD-01a'

UG- I

Course Title: Communication Skills-I

Credit Units: 1

Course Code: BCU 141

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective The course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage.

Prerequisites: NIL

Course Contents / Syllabus:		
1.	Module I Essentials of English Grammar	30% Weightage
	<ul style="list-style-type: none"> • Common Errors • Parts of Speech • Collocations, Relative Pronoun • Subject-Verb Agreement • Articles • Punctuation • Sentence Structure- 'Wh' Questions 	
2.	Module II Written English Communication	30% Weightage
	<ul style="list-style-type: none"> • Paragraph Writing • Essay Writing 	
3.	Module III Spoken English Communication	30% Weightage
	<ul style="list-style-type: none"> • Introduction to Phonetics • Syllable-Consonant and Vowel Sounds • Stress and Intonation 	
4.	Module IV : Prose	10% Weightage
	<p>“Friends, Romans, Countrymen, lend me your ears” Speech by Marc Antony in Julius Caesar</p> <p>❖ Comprehension Questions will be set in the End-Semester Exam</p>	
5.	<p>Student Learning Outcomes: The students should be able to :</p> <ul style="list-style-type: none"> • Identify Common Errors and Rectify Them • Develop and Expand Writing Skills Through Controlled and Guided Activities • To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation. 	
6.	Pedagogy for Course Delivery:	

	<ul style="list-style-type: none"> • Workshop • Group Discussions • Presentations • Lectures • Extempore 																	
	<p>Assessment/ Examination Scheme:</p> <table border="1"> <thead> <tr> <th>Theory L/T (%)</th> <th>Lab/Practical/Studio (%)</th> <th>End Term Examination</th> </tr> </thead> <tbody> <tr> <td>100%</td> <td>NA</td> <td>70%</td> </tr> </tbody> </table> <p>Theory Assessment (L&T):</p> <table border="1"> <thead> <tr> <th>Components (Drop down)</th> <th>CIE</th> <th>Mid Sem</th> <th>Attendance</th> <th>End Term Examination</th> </tr> </thead> <tbody> <tr> <td>Weightage (%)</td> <td>10%</td> <td>15%</td> <td>5%</td> <td>70%</td> </tr> </tbody> </table>	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination	Weightage (%)	10%	15%	5%	70%	
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100%	NA	70%																
Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination														
Weightage (%)	10%	15%	5%	70%														

Text: *Rosenblum, M. How to Build Better Vocabulary, London: Bloomsbury Publication*

Verma, Shalini. Word Power made Handy, S. Chand Publications

High School English Grammar & Composition by Wren & Martin

References: *K.K.Sinha , Business Communication, Galgotia Publishing Company.*

Additional Reading: Newspapers and Journals

UG: Semester II

Course Title: Communication Skills-II

Course Code: BCU 241

Credit Units: 1

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objectives:

To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing)

Prerequisites: NIL

Course Contents / Syllabus:		
1	Module I Communication	35% Weightage
	<ul style="list-style-type: none"> • Process and Importance • Models of Communication (Linear & Shannon Weaver) • Role and Purpose • Types & Channels • Communication Networks • Principles & Barriers 	
2	Module II Verbal Communication	25% Weightage
	<p>Oral Communication: Forms, Advantages & Disadvantages</p> <p>Written Communication: Forms, Advantages & Disadvantages</p> <p>Introduction of Communication Skills (Listening, Speaking, Reading, Writing)</p>	
3	Module III Non-Verbal Communication	30% Weightage
	<ul style="list-style-type: none"> • Principles & Significance of Nonverbal Communication • KOPPACT (Kinesics, Oculistics, Proxemics, Para-Language, Artifacts, Chronemics, Tactilics) • Visible Code 	
4	Module IV : Prose	10% Weightage
	<p>TEXT: APJ Abdul Kalam and Arun Tiwari. <i>Wings of Fire: An Autobiography</i>, Universities Press, 2011</p> <p>Comprehension Questions will be set in the End-Semester Exam</p>	

5	<p>Student Learning Outcomes:</p> <p>The students should be able to :</p> <ul style="list-style-type: none"> • Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment 																	
6	<p>Pedagogy for Course Delivery:</p> <ul style="list-style-type: none"> • Extempore • Presentations • Lectures 																	
7	<p>Assessment/ Examination Scheme:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Theory L/T (%)</td> <td style="width: 33%;">Lab/Practical/Studio (%)</td> <td style="width: 33%;">End Term Examination</td> </tr> <tr> <td style="text-align: center;">100%</td> <td style="text-align: center;">NA</td> <td style="text-align: center;">50%</td> </tr> </table> <p>Theory Assessment (L&T):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Components (Drop down)</td> <td style="width: 15%;">CIE</td> <td style="width: 15%;">Mid Sem</td> <td style="width: 15%;">Attendance</td> <td style="width: 35%;">End Term Examination</td> </tr> <tr> <td style="text-align: center;">Weightage (%)</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">15%</td> <td style="text-align: center;">5%</td> <td style="text-align: center;">70%</td> </tr> </table>	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	50%	Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination	Weightage (%)	10%	15%	5%	70%	
Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination																
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Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination														
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 Verma, Shalini. Word Power made Handy, S. Chand Publications.
 High School English Grammar & Composition by Wren & Martin

Reference: K.K.Sinha , Business Communication, Galgotia Publishing Company.
 Alan Pease : Body Language

Additional Reading: Newspapers and Journals



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

UG: Semester III

Course Title: Communication Skills-III

Credit Units: 1

Course Code: BCU 341

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective:

To emphasize the essential aspects of effective written communication necessary for professional success.

Prerequisites: NIL

Course Contents / Syllabus:		
1.	Module I Principles of Effective Writing	35% Weightage
	<ul style="list-style-type: none">• Spellings-100 Most Misspelled Words in English• Web Based Writing• Note Taking: Process & Techniques	
2.	Module II Formal Letter Writing	35% Weightage
	<ul style="list-style-type: none">• Block Format• Types of Letters• E-mail• Netiquette	
3.	Module III Business Memos Format & Characteristics	20% Weightage
4.	Module IV Short Stories	10% Weightage
	<ul style="list-style-type: none">• Stench of Kerosene-Amrita Pritam• A Flowering Tree-A.K. Ramanujan• The Gift of the Magi- O. Henry• A Fly in Buttermilk-James Baldwin	

5.	Student Learning Outcomes: The students should be able to write correctly and properly with special reference to Letter writing.																					
6.	Pedagogy for Course Delivery: <ul style="list-style-type: none"> • Workshop • Group Discussions • Presentations • Lectures 																					
7.	Assessment/ Examination Scheme: <table border="1" data-bbox="264 403 1301 523" style="width: 100%; border-collapse: collapse;"> <tr> <th data-bbox="264 403 555 483">Theory L/T (%)</th> <th data-bbox="555 403 965 483">Lab/Practical/Studio (%)</th> <th data-bbox="965 403 1301 483">End Term Examination</th> </tr> <tr> <td data-bbox="264 483 555 523" style="text-align: center;">100%</td> <td data-bbox="555 483 965 523" style="text-align: center;">NA</td> <td data-bbox="965 483 1301 523" style="text-align: center;">70%</td> </tr> </table> Theory Assessment (L&T): <table border="1" data-bbox="248 635 1301 823" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="248 635 495 746">Components (Drop down)</th> <th data-bbox="495 635 618 746">CIE</th> <th data-bbox="618 635 813 746">Mid Sem</th> <th data-bbox="813 635 1019 746">Attendance</th> <th data-bbox="1019 635 1301 746">End Term Examination</th> </tr> </thead> <tbody> <tr> <td data-bbox="248 746 495 823">Weightage (%)</td> <td data-bbox="495 746 618 823" style="text-align: center;">10%</td> <td data-bbox="618 746 813 823" style="text-align: center;">15%</td> <td data-bbox="813 746 1019 823" style="text-align: center;">5%</td> <td data-bbox="1019 746 1301 823" style="text-align: center;">70%</td> </tr> </tbody> </table>					Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination	Weightage (%)	10%	15%	5%	70%	
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Text: Rai, Urmila & S.M. Rai. *Business Communication, Mumbai: Himalaya Publishing House, 2002.*

K.K.Sinha, Business Communication, Galgotia Publishing Company.

Reference: Sanjay Kumar & Pushp Lata, *Communication Skills, Oxford University Press.*

Additional Reading: Newspapers and Journals

ENVIRONMENTAL STUDIES-I

Course Code: EVS 142

Credit Units: 02

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Component s	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

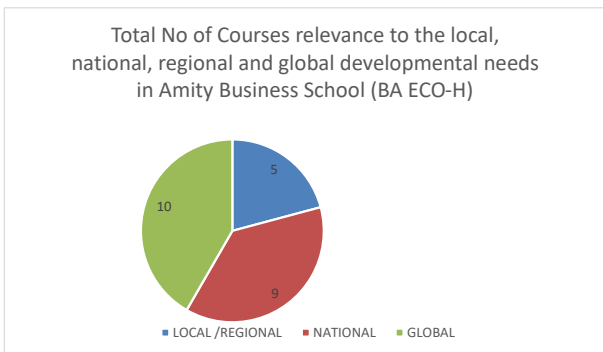
Text & References:

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- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p



S.No.	Name of Institute	Program	Semester	Course Code	Course Name	1.1.1 Curricula developed		
						LOCAL /REGIONAL	NATIONAL	GLOBAL
Amity Business School								
159	AMITY BUSINESS SCHOOL	UG: BA ECONOMICS (H)	I	BAE101	PRINCIPLES OF ECONOMICS			
160				BAE102	MICROECONOMICS- I			
161				BAE104	Economic History of India	1	1	1
162			BAE201	Microeconomics II				
163			BAE202	Indian Economic Development since 1947		1	1	
164			BAE203	STATISTICAL METHODS IN ECONOMICS-I				
165			BAE204	Agricultural Economy of India	1	1	1	
166			BAE205	STRATEGIC MANAGEMENT	1	1	1	
167			III	BAE301	MACRO ECONOMICS- I		1	1
168				BAE302	PUBLIC FINANCE			
169				BAE303	INDUSTRIAL ECONOMICS	1	1	1
170				BAE304	LEGAL ASPECTS OF BUSINESS			
171			IV	BAE401	International Economics			1
172				BAE402	Business Information & Data Base System			
173				BAE403	PRINCIPLES OF MANAGEMENT			
174			BAE404	COMPARATIVE ECONOMIC DEVELOPMENT(1850-1950)		1	1	
175			V	BAE501	MACRO ECONOMICS - II			
176				BAE503	MONEY AND FINANCIAL MARKETS			
177				BAE 504	BUSINESS ENVIRONMENT	1	1	1
178			BAE 505	STRATEGIC MANAGEMENT				
179	VI	BAE 601	ECONOMIC SYSTEM AND SOCIETY					
180		BAE602	ECONOMIC GROWTH AND DEVELOPMENT		1	1		
181		BAE603	BASIC THEORY AND APPLICATIONS					
182		BAE604	BUSINESS ETHICS AND CORPORATE GOVERNANCE					
ABS BA ECO (H) Total No of Courses relevance to the local, national, regional and global developmental needs						5	9	10





BACHELOR OF ARTS (H)- ECONOMICS

COURSE OUTCOMES:

FIRST SEMESTER

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

			<p>goods and Giffen goods and their impact in violation of law of demand.</p> <ul style="list-style-type: none"> • Understand the concept of short run and long run production function and apply its knowledge in creating production functions in business organisations and learn the concept of isoquants. Interpret and apply these concepts in making economic business decisions. Understand the concept of Marginal product and total product, Law of diminishing marginal returns and marginal rate of technical substitution and Cobb Douglas Production function. • Develop an understanding of various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome. • Analyse and interpret the problems of market failure arising out of negative externalities and misuse of public goods. Find solutions to the problems arising in markets with asymmetric information and apply them in uncertain market conditions.
3	BAE104	Economic History of India	<ul style="list-style-type: none"> • Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies, the reason of rapidly expanding British colonial and their purpose

behind the expanding industries in India.

- Identify the **Trends in macroeconomic aggregates** such as population, labour force and occupational structure; **National Income**, **Foreign trade and Balance of Payments**; **Saving and Investment**, **Money supply and prices**.
- Discuss the importance of railways in Indian economics, their role in strengthening the development of the industry and agriculture and the changes occurred after the development of railways in India.
- Explain land, labour, agriculture, technology, commercialization, famines & environment and relationship among all these.
- Discuss **deindustrialization** and its hypothesis, **Industrial labour** and **growth of entrepreneurship**, **rise in the industrial sector during the pre-war and the interwar period** and the **effect of industrial sector on the Indian economy**.
- Describe the Indian Economy at Independence and subsequent changes occur during the independence period in Indian Economy.

SECOND SEMESTER

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

2	BAE202	Indian Economic Development since 1947	<ul style="list-style-type: none"> • Interpret the major features of Indian economy since independence. • Discuss the how Indian Economy grow and develop, understand the Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development. It will subsequently help the students to understand the Growth and structural change, Growth and distribution, Human development and environment, Regional contrasts. At the same time analysing the Indian development experience in international perspective, its factors, strategy and policy. • Analysing the major Issues in Indian economic policy such as Growth, unemployment and poverty, Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues, Agriculture, industry, services and trade. • Evaluate the India's development prospects which are looking forward.
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3	BAE203	STATISTICAL METHODS IN ECONOMICS-I	<ul style="list-style-type: none"> • Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values. • Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them. • Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques. <ul style="list-style-type: none"> • Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.
4	BAE204	Agricultural Economy of India	<ul style="list-style-type: none"> • Understand the importance of Agriculture in Indian economy. They will be able to establish the relationship between agricultural and non-agricultural sectors of Economy. Know the role of agriculture in Economic development. • Understand the history of Agricultural Development in India. Understand and

			<p>explain the concept of Green Revolution. Discuss the Agricultural Price Policy in India.</p> <ul style="list-style-type: none"> Analyse the various causes of rural indebtedness and identify the sources of agricultural finance. Identify the defects in agricultural produce. Explain the concept of Sustainable Agricultural growth and identify its constraints. Explain current issues in Indian Agriculture.
5	BAE205	STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> Understand the concept, evaluation and types of strategy. Understand Mission, Vision statement and environmental analysis. Develop an in-depth understanding about strategic choice. Learn about offensive and defensive strategies in different industry scenario. Develop an understanding about strategic implementation in organization.

THIRD SEMESTER

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

			<p>demand revelation for social goods and public choice.</p> <ul style="list-style-type: none"> • Understand the theories of Public Expenditure, analyze the structure and growth of public expenditure, learn the criteria for public investment and income redistribution, analyze the expenditure programmes for the poor, discuss social insurance: unemployment insurance, health care, and education, analyze social cost-benefit, benefit estimation and evaluation. • Understand the theory of taxation, analyze benefit and ability-to-pay approaches, discuss Indian direct and indirect taxes, learn tax reforms since 1975, analyze Chelliah Committee Report, evaluate tax reforms -taxation incidence and alternative concepts of incidence. • Understand Budget, learn concept of PPB, discuss Zero-based budgeting and Deficit Budgeting, understand types of Deficits and learn about Public Debt: Trends and composition of Indian Public Debt, discuss Debt management. • Discuss Fiscal Policy and understand role of Fiscal Policy in India, learn the Principles of Fiscal federalism in India, discuss vertical and horizontal imbalance, analyze Finance Commission and Planning Commission and understand issues in revenue devolutions and Grants -in- Aid - Local Finance.
3.	BAE303	INDUSTRIAL ECONOMICS	<ul style="list-style-type: none"> • Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes.

			<ul style="list-style-type: none"> • Analyze the different forms of business organization , performances since existence and their impact on economy growth and development • Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector • Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects. • Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability. • Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.
4.	BAE304	LEGAL ASPECTS OF BUSINESS	<ul style="list-style-type: none"> • Understand the various legal aspects in management; discuss contract formulation & its management • Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization • Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures • Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement • Analyze the environmental law and corporate environmental liability;

			discuss intellectual property law & management
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FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BAE401	International Economics	<ul style="list-style-type: none"> Interpret the major subject matter of international economics such as Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Discuss the terms of trade, immiserising growth, and the transfer problem. At the same time analysis the New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements. Evaluate the national income and balance of payments accounting. Understand the foreign exchange market and exchange rate determination. Factors of Open economy macro-economics and discuss the determination of output, interest rates and exchange rates in the long and short runs. Also go through the major macro-economic

			<p>policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.</p>
2.	BAE402	Business Information & Data Base System	<ul style="list-style-type: none"> • Describe the ideas of Business information and Data base system. • Apply various strategies using information systems. <ul style="list-style-type: none"> • Apply the Information systems in Business Functions. • Describe the Data warehouse and Data mining concepts. • Develop skills on internet and communication network.
3.	BAE403	PRINCIPLES OF MANAGEMENT	<ul style="list-style-type: none"> • Knowledge of principles of management and Concept of management administration organisation. • Understand the evaluation of various management thoughts. • Understand various functions of management. • Understand the complexities associated with management and recent trends.
4.	BAE404	COMPARATIVE ECONOMIC DEVELOPMENT(1850-1950)	<ul style="list-style-type: none"> • Discuss Perspectives on Comparative Economic Development. Explain the features of and trends in Modern Economic Growth. Understand Kuznets' findings and understand and interpret Gerschenkron's hypothesis of Economic

			<p>Development in Historical Perspective.</p> <ul style="list-style-type: none"> • Understand the overview of economic development of the countries selected for case studies - Britain, Germany, U.S.A., Japan and USSR. • Understand and interpret the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. • Develop an understanding of the Labour markets and labour processes in Britain and Japan. They will learn about the financial institutions and economic development in Germany, U.S.A and Japan. • Understand and apply the concepts on Foreign trade and economic development -- Britain, Japan and USA. Understand the role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.
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FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BAE501	<p style="text-align: center;">MACRO ECONOMICS - II</p>	<ul style="list-style-type: none"> • Analysis the classical analysis of the real sector, determination of employment, income and interest rate Golden rule of accumulation, impact of changes in saving propensity, population growth and technological Progress. • Interpret the Recent developments in macroeconomics, it focuses the light on Rational Expectations, real business cycle Lucas critique; policy ineffectiveness; time inconsistency; Dornbusch's overshooting model • Discuss on the New Keynesian Models and its implications on the Real and nominal price rigidity: menu costs; co-ordination failures; imperfect competition and Real and nominal wage rigidity: insider-outsider models; efficiency wages; implicit contracts. • Analysis the Non Walrasian Economics and Dual decision hypothesis; Keynesian and Classical unemployment. • Discuss on the Structuralist Macroeconomics and its models such as Closed and open economy structuralist models. • Exploring the Macroeconomics and various variables of macro economy such as Balance of Payments--The current and capital account; Determining equilibrium output in an open economy; Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, effects of exchange rates on the economy.

2.	BAE503	MONEY AND FINANCIAL MARKETS	<ul style="list-style-type: none"> ○ BAE 503.1: Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market ○ BAE 503.2: Understand Monetary aggregates and central banking functions. ○ BAE 503.3: Analyse theories of interest rates in closed and open economy ○ BAE 503.4: Will understand about various forms of market and instruments. ○ BAE 503.5 : Get insights about monetary policy and its instruments. ○ BAE 503.6 Understand international financial market and financial reforms.
3.	BAE 504	BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> ● BAE 504.1: Find out the Historical and Social Roots of Indian Business Environment At the same time Evaluate the market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy ● BAE 504.2: Interpret the evolution of Politico-Economic Ideology in the Post-Independence period also understand the Determinants of economic growth; Role of Institutions and geography-India's development strategy and economic

			<p>performance-Corporate social responsibility</p> <ul style="list-style-type: none"> • BAE 504.3: Analysing the Economic and social transformation in the planning period and implications for business Industrial climate - perspective - Industrial Policy • BAE 504.4: Understand the International Business Environment and its theories of Comparative Advantage - Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis • BAE 504.5: Interpret the Change in the Indian Business Environment: Economic Reform in India • Forces of globalization: effects on India • BAE 504.6: Discuss on the Implication of Globalization for Indian Business Agreement establishing the WTO --- India's patent policy and TRIPs
4.	BAE 505	STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> ○ BAE 505.1: Understand the concept, evaluation and types of strategy. ○ BAE 505.2: Understand Mission, Vision statement and environmental analysis. ○ BAE 505.3: Develop an in-depth understanding about strategic choice.

			<ul style="list-style-type: none"> ○ BAE 505.4: Learn about offensive and defensive strategies in different industry scenario. ○ BAE 505.5 Develop an understanding about strategic implementation in organization.
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SIXTH SEMESTER

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

2.	BAE602	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> • Understand the concept of economic growth, development, and sustainable development. • Develop understanding about various theories of growth. • learn about the doctrine of growth and short term and long-term growth models. • Learn about Multinational cooperation and India's. Balance of Payment. • Develop an understanding about New economic policy and structural change.
3.	BAE603	BASIC THEORY AND APPLICATIONS	<ul style="list-style-type: none"> • Explain core concepts and techniques in econometrics, with a special focus on the classical linear regression model. • Understand the assumptions upon which different econometric methods are based and their implications • Use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results • Interpret and critically evaluate applied work and econometric findings. • Apply and interpret specification analysis. • Interpret and apply Cobb Douglas Production Function. Estimate Consumption function.
4.	BAE604	BUSINESS ETHICS AND CORPORATE GOVERNANCE	<ul style="list-style-type: none"> • Understand the importance of ethics and corporate governance in the day-to-day working of organizations.

			<ul style="list-style-type: none">• Learn the issues involved in maintaining ethics and how to deal with such situations.• Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.• Develop an understanding of Corporate objectives and goals and learn about Issues in Managing public limited firms. They will learn about agency problems.• Understand the concept of Corporate Governance and learn about whistle blowers.• Develop an understanding about External Corporate Governance Mechanism.
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AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Business Administration

2021-2022

Programme Educational Objectives (PEOs)- BBA

PEO1: To demonstrate a strong understanding of fundamental concepts in various business disciplines, including management, marketing, finance, accounting, human resources, and operations.

PEO2: Students should possess the ability to analyze complex business problems, think critically, and apply analytical skills to make informed decisions in diverse organizational contexts.

PEO3: To exhibit leadership qualities and management skills, including the ability to lead teams, make strategic decisions, and navigate organizational challenges.

PEO4: Students are encouraged to cultivate an entrepreneurial mindset, demonstrating creativity, innovation, and an understanding of business opportunities. This may include an awareness of the challenges and rewards of entrepreneurship.

PEO5: Students should recognize their social responsibility and contribute positively to their communities. This involves an understanding of the impact of business activities on society and the environment.

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “- “

PROGRAM SPECIFIC OUTCOMES:

Finance:

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

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

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

Marketing:

	1																			
	BB A 20 5	3	3	1	2	3	3	3	3	3	-	-	-	-	-	-	-	-	-	-
	EV S 24 2	2	-	2	-	3	-	3	2	-	3	-	-	-	-	-	-	-	-	-
	BC U 24 1	3	3	3	2	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-
	BS U 24 3	2	2	2	-	3	-	3	2	-	3	-	-	-	-	-	-	-	-	-
	FL U 24 4	3	3	1	2	3	3	3	3	3	-	-	-	-	-	-	-	-	-	-
	BB M 30 1	3	3	3	2	-	2	1	1	-	-	3	3	3	3	3	3	3	3	3
III SEM	BB A 30 2	3	2	2	-	2	1	-	-	1	-	3	-	2	3	-	2	3	-	2
	CS E 30 1	3	2	2	2	1	1	-	-	1	1	2	-	-	2	-	-	2	-	-
	BB A 30 4	3	3	2	-	-	2	-	2	2	-	3	-	2	3	-	2	3	-	2
	BB A 30 5	1	2	2	1	1	-	-	2	1	1	2	-	-	2	-	-	2	-	-
	BB L 32 6	3	3	2	2	1	-	2	-	-	-	3	-	2	3	-	2	3	-	2

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	BB A 51 1	3	-	-	-	3	2	3	3	3	1	-	-	-	-	-	-	-	-
	BB A 51 2	2	-	-	-	2	2	2	1	3	1	-	-	-	-	-	-	-	-
	BB A 51 3	3	-	-	-	2	2	3	1	1	2	-	-	-	-	-	-	-	-
	BB A 51 4	2	2	3	1	2	-	-	1	1	3	-	-	-	-	-	-	-	-
	BB A 51 5	2	3	3	1	1	1	1	3	2	1	-	-	-	-	-	-	-	-
	BB A 51 6	3	3	1	3	2	2	3	1	2	1	-	-	-	-	-	-	-	-
	BB A 51 7	2	1	1	2	1	2	3	1	3	2	-	-	-	-	-	-	-	-
	BB A 51 8	1	2	3	2	1	1	2	3	2	2	-	-	-	-	-	-	-	-
VI SE M	BB A 60 1	1	2	2	3	1	2	3	1	2	2	-	-	-	-	-	-	-	-
	BB M 60 1	3	2	2	2	3	2	2	3	1	2	-	-	-	-	-	-	-	-
	B M E 60 1	3	2	3	1	3	1	3	2	1	1	-	-	-	-	-	-	-	-
	BB A 60	2	3	2	1	2	3	1	3	1	3	-	-	-	-	-	-	-	-

BB A 61 4	3	2	1	3	2	2	3	1	3	3	-	-	-	-	-	-	-	-	-
BB A 61 5	3	3	2	2	2	3	1	3	2	1	-	-	-	-	-	-	-	-	-
BB A 61 6	1	3	2	1	1	2	1	3	1	-	-	-	-	-	-	-	-	-	-
BB A 61 7	2	2	3	1	1	1	2	2	3	2	-	-	-	-	-	-	-	-	-
BB A 61 8	1	1	1	1	1	3	1	1	1	1	-	-	-	-	-	-	-	-	-
BB A 61 9	2	-	-	-	2	1	1	-	-	-	1	-	-	1	-	-	1	-	-

Amity Business School
Amity University, Madhya Pradesh
PO Mapping of BBA Syllabus with the SDGs.

Sr No	Program Outcome [PO]	Program Outcome	Mapping with SDGs.
1	PO-1	Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.	SDG 9 (Industry, Innovation and Infrastructure) as it aims to provide that how to develop and maintain business accounts using innovative emerging technologies in the Industries.
2	PO-2	Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry	SDG 8 (Decent Work and Economic Growth) as it aims to provide the necessary skills set and positive attitude towards achieving the economic growth for an Industry.
3	PO-3	Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.	SDG 3 (Good Health and Well Being) as it focuses on providing the creative and innovative solution for real world complex business and social problems for the overall well-being of Community.
4	PO-4	Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.	SDG 11 (Sustainable Cities and Communities) as it will be helpful to analyze the business environment to find out sustainable cities and communities.
5	PO-5	Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.	SDG 4 (Quality Education) by preparing students to work in team and explaining the business processes with the help of Quality Education.
6	PO-6	Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system	SDG 3 (Good Health and Well-Being) by preparing students to think positively for good health and improving their analytical skills.

7	PO-7	Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development..	SDG 10 (Reduce Inequalities) by preparing students to identify entrepreneurial opportunities and improving analytical skills to reduce inequalities so they can contribute positively.
8	PO-8	Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large	SDG 4 (Quality Education) as it aims to provide comprehensive knowledge about improving their communication skills for the overall development.
9	PO-9	Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.	SDG 9 (Industry, Innovation and Infrastructure) by emphasizing objectivity and need for research and business intelligence to participate innovatively in industry.
10	PO-10	Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.	SDG 16 (Peace, Justice and Strong Institutions) To achieve the awareness, enlightenment, and commitment through justice and peace to maintain professionalism in the Institutions.



Courses Mapped with various National Missions

Sr. No.	Name of School	Program Name	Semester	Course Code	Course Name	National Mission
1	Amity Business School	BBA	I	CSE 101	Computers in Management	National Mission on Education through ICT (NMEICT)
2	Amity Business School	BBA	II	CSE 201	Computer Applications in Business Management	National Mission on Education through ICT (NMEICT)
3	Amity Business School	BBA	III	CSE 301	Management Information Systems	National Mission on Education through ICT (NMEICT)
4	Amity Business School	BBA	IV	BBA 404	Entrepreneurship Development	Startup India
5	Amity Business School	BBA	IV	BBA 405	E-Commerce	Digital India (DI)
6	Amity Business School	BBA	VI	BBM 601	Analytical Skill Building	Skill India/ PMKVY
7	Amity Business School	BBA	IV	BCU 441	Communication Skills IV	Skill India/ PMKVY
8	Amity Business School	BBA	V	BCU 541	Communication Skills V	Skill India/ PMKVY
9	Amity Business School	BBA	VI	BCU 641	Communication Skills VI	Skill India/ PMKVY
10	Amity Business School	BBA	I	EVS 142	Environmental Studies	National mission for Green India (GIM)
11	Amity Business School	BBA	II	EVS 242	Environmental Studies	National mission for Green India (GIM)

COMPUTERS IN MANAGEMENT

Course Code: CSE 101

Credit Units: 03

Course Objective:

The objective of this subject is to provide conceptual knowledge of the information technology to the future Managers. This subject highlights the topics like Database Management, Networking, Internet, E-commerce etc., which can help managers to take routine decisions very efficiently.

Course Contents:

Module I: World of Computers

Introduction to world of Computers, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery, Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Support Systems - Hardware and Software, Computer Peripherals, Memory Management.

Module II: Computer Networks

Introduction to Computer Networks, Networking components, Classification and types of Networks, Network Topologies – Overview with Advantages and Disadvantages, Communication Channels, Client Sever Architecture, LAN concepts.

Module III: Internet Technology & World Wide Web

Introduction to internet intranet and Extranet, Myths about the Internet, Basic concepts of internet, Domain Name Service, Internet Protocols and Addressing, Services of internet, Internet and support Technologies, Censorship and Privacy issues.

Module IV: E-commerce

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages, E-Commerce Business Models, E-Commerce Technologies, Hosting E-Commerce Site – Planning and constructing web services, E-Commerce Applications, E-Core Values – Ethical, Legal, Taxation and International issues, E-Commerce Security Issues, Internet based Payment System.

Module V: Enterprise Resource Planning

Introduction, Scope and Benefit, ERP and related technologies (BPR, MIS, DSS, EIS, SCM, OLAP, etc), ERP implementation methodology – implementation life cycle, ERP and its success factors, Pitfalls and management concerns, ERP Market – renowned vendors and the packages.

Module VI: Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Tradition File System, classification and types of Database Models, Database Approach – Its benefits and Disadvantages.

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

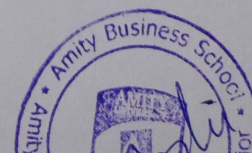
Text & References:

Text:

- Deborah Morley - Understanding Computers: Today & Tomorrow, Eleventh Edition, April 11, 2007, Thomson

References:

- Rajaraman, V. 1998, An Introduction to Computers, Prentice Hall of India.
- Nagpal, 1999, Computer Fundamentals, Wheeler Publishing, New Delhi.
- Bhatnagar, S.C. and Ramani, K.V., Computers and Information Management.
- Hunt and Shelly. 1994, Computers and Commonsense, Prentice Hall of India.



COMPUTER APPLICATIONS IN BUSINESS MANAGEMENT

Course Code: CSE 201

Credit Units: 04

Course Objective:

To provide computer skills and knowledge for commerce students, and to make them complacent with the use of new tools of IT.

Course Contents:

Module I:

Computer applications – data processing, information processing, commercial, office automation, industry and engineering, healthcare, education, graphics and multimedia, Von-Neumann architecture, Computer system organization, Computer memory- primary memory and secondary memory. Secondary storage devices – magnetic and optical media, Operating system and function, Evolution of operating system, Operating System structure, Operating System Services.

Module II:

Data Representation: Number systems, Positional and Non-Positional Number system, Character representation codes, Binary, octal, hexadecimal and their interconversions. Binary arithmetic, Algorithm and flowcharts, Process Modeling – DFD, Logic Modeling – Structured English & Decision Tables.

Module III:

System & its parts, Types of Systems, Characteristics of a System, System Analyst and its responsibilities, Types of system Analysis, Database Design, Database Management System – an introduction, Overview of Data Models (Relational Database Model, E-R data model, Network Data model, Hierarchical Data model) Keys, Schema & Subschema, Structure, Facilities & Users, Constraints, Anomalies, Functional Dependency, Normalization (1NF and 2NF), Database Administrator and its functions.

Module IV:

SDLC & System Development Models (Waterfall model, Prototype model, Evolutionary model & Spiral Model), System Planning & Selection (Identifying, Selecting, Initiating & Planning System Development Project), Comparison between System Development models.

Module V:

Management Information System (MIS) - Concept, need and characteristics of MIS - data, information and data life cycle, System Security: Data Security, Backup & Recovery during System & Database failure, Ethical Issues in System Development, Threat and Risk Analysis, Audit, System Audit.

Module VI:

Introduction to computer networks, types of Network, Topology, reference models, Theoretical basis for data communication, transmission media, error detection and correction, Basic concepts of hubs, switches, gateways, and routers.

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Essentials of System Analysis & Design, Second Edition, Valacich George Hoffer, Prentice-Hall India

References:

- Analysis and Design of information systems, James A. Senn
- Computer Based Information Systems, Kroeber, Donald W. and Watron, Hugh J.
- Systems Analysis & Design, E. M. Awad.
- Systems Analysis and Design – An Applied Approach, Dennis Wixom, Wiley



MANAGEMENT INFORMATION SYSTEMS

Course Code: CSE 301

Credit Units: 03

Course Objective:

This course focuses on the relationships among management, information, and systems as well as the relationship between a manager's need for information and his/her position in the organization, how hardware, software, data, people, and procedures are combined to form an information system, how information technology can be used by a business organization to gain a competitive advantage why a knowledge of information systems is crucial to anyone who plans a career in business Organization.

Course Contents:

Module I: Organizations, Management and Information

Meaning of MIS, Components of MIS, IS in Business, Data Information and knowledge, Characteristics of Information in context, Issues with Information, System and Subsystems, Organization as a System, Different Organizational Structures: Hierarchical Structure – (Different Levels of Management, Information disposition at different levels), Matrix Structure, Business Process (Management, Operational and Support).

Module II: Information Technology Architecture

Managing Hardware Assets – Considerations in Procurement and installation, Managing Software Assets – Consideration in procurement and configuration, Data Resource Management (Database Management System – Types and Structure of Database, Data Warehousing – Phases in building Data Warehouses in an organization, Data Mining – Data Mining Applications, Data Banking)

Module III: Management and Organizational Support Systems for the Firm

Information, Decision and Management, Decision Support System (Phases in Decision Making, Problems and Decision Types, DSS components, and Analytical Models in Decision Making), Executive Information System – Characteristics and benefits, Managing Knowledge (Knowledge Engineering, Knowledge Management Activities and Knowledge Representation Methodologies), Artificial Intelligence (Domains of AI, AI in Business), Expert System (Components, Benefits and Limitations, Suitability Criteria for ES)

Module IV: Building Information Systems in the Digital Firm

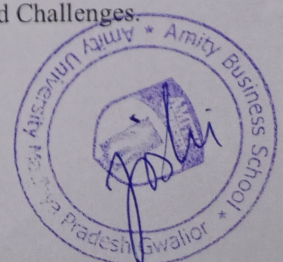
Organizational Planning – Planning at distinct Managerial Levels, Approaches in Planning (Top Down, Bottom Up, Planning through CSF), IT and IS Planning – Prerequisites and factors, IT and IS Architecture (Centralized, Decentralized and Distributed), Implementing IT and IS (Factors and Resistance in implementation), Change Management with BPR, System Development (System Development Life Cycle-Overview, Prototyping), Evaluating Factors for IT and IS services.

Module V: Managing Information Systems in the Digital Firm

Managing Security (Security Challenges of IT, Business and Technological Ethics), Computer Crime (Tools for Computer Crime, Tools for Security Management), IS Security Management Control (Information System Control, Auditing the Security), Managing World Wide Information System (Managing Multi Site IT and IS – Cultural and Technical Differences), World Wide IT and IS Strategies (Multinational, International and Global Strategies)

Module VI: Key System Applications for the Digital Age

Enterprise Systems – Supply Chain Management & Customer Relationship Management Systems, Using Enterprise Applications and Achieving Operational Excellence & Customer Intimacy, E-Commerce: Digital Market & Digital Goods, M-Commerce: Services & Applications, Enterprise Applications: New Opportunities and Challenges.



E-COMMERCE

Course Code: BBA 405

Credit Units: 03

Course Objective:

In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

Course Contents:

Module I: Understanding E-commerce

Electronic Commerce (Overview, Definitions, Advantages, Issues & Constraints), Myths allied with E-Commerce, E-Commerce Vs E-Business, Role of E-Strategy, Value Chain in E-Commerce, E-Commerce Business Models, Managerial Prospective in E-Commerce, E-Governance.

Module II: Planning, Implementing and Controlling of e-Business:

Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

Module III: E-Strategies and Tactics

Building E-Presence, Building life cycle – a website, Web site evaluation and usability testing, Web Portals & Web Services, Internet marketing (pros and cons, techniques, E-Cycle of Internet), E-Commerce Transaction Models (B2B, B2C, C2B, C2C), Integrating E-Commerce & Business Activities (SCM, ERP), E-Core values (Ethical, Legal, Taxation & International Issues).

Module IV: E-Commerce and Payment Systems

Real world Cash, Electronic Money, Analyzing Cash, Cheques and Credit Cards, Internet based payment system (requirement and models), payments methods & its types, B2B & E-Payment, M-commerce and M-Payment, Guidelines to E-Payments, Issues and Implications of E-Payment. Wireless technology and Mobile-Commerce, Electronic Data Interchange.

Module V: E-Commerce and Business Applications

E-Commerce Banking (Changing dynamics in banking industry, Home banking implementation approach), Retailing (Online retailing dynamics, Mercantile Models from the consumer's prospective and management challenges), Online Publishing (Edutainment, Advertising), Supply chain Management, Customer Asset Management, Sales force automation, Service and support, Logistics Management.

Module VI: Security Threats with E-Commerce

Security in Cyber Space, Kinds of thefts and Crime, Security protection and recovery, Designing the security, Online Money Laundering, Managerial Implications, Encryption and Basic Algorithms, Authentication and Trust (Digital Signatures & Certificates), Managing Cryptography, Internet Security Protocols and Standards (SSL, HTTPS), Government regulation and security issues.

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Electronic Commerce from Vision to fulfilment, Third Edition, Elias M Awad, Pearson Education

References:

- Electronic Commerce – A manager's Guide, Ravi Kalakota & Andrew B. Shinston, Pearson Education.
- Electronic Commerce - Technologies & Applications, Bhaskar Bharat, Tata McGraw Hill.
- Global E-Commerce, University Press, J. Christopher & T.H.K. Clerk.



ANALYTICAL SKILL BUILDING

Course Code: BBM 601

Credit Units: 04

Course Objective:

To develop in students skills of analytical and logical reasoning and that will be a great asset for them in their future careers.

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration

Module III: Data Interpretation

Bar Graph / Line Graph / Pie Chart / Table / Table Three Dimensional or Triangular Bar Diagram / Misc. (Radar, Area, Network) / Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Examination Scheme:

Components	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

- The practice of Questions can be done from any reasoning book.



Annexure' CD-01'

UG: Semester IV
Course Title: Communication Skills-IV
Credit Units: 1
Course Code: BCU 441

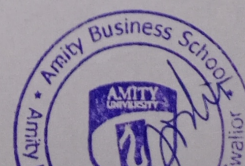
L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective:

This course is designed to develop the skills of the students in preparing job search artifacts and negotiating their use in GDs and interviews.

Prerequisites: NIL

Course Contents / Syllabus:			
1.	Module I Employment-Related Correspondence		35% Weightage
	<ul style="list-style-type: none"> Resume Writing Covering Letters Follow Up Letters 		
2.	Module II Dynamics of Group Discussion		35% Weightage
	<ul style="list-style-type: none"> Significance of GD Methodology & Guidelines 		
3.	Module III Interviews		20% Weightage
	<ul style="list-style-type: none"> Types & Styles of Interviews Fundamentals of facing Interviews Interview-Frequently Asked Questions 		
4.	Module IV Short Stories		10% Weightage
	<ul style="list-style-type: none"> Proof of the Pudding - O. Henry "The Lottery" 1948 – Shirley Jackson The Eyes Have it- Ruskin Bond Kallu- Ismat Chughtai <p>All the four stories will be discussed in one class. One Long Question will be set in the Exam from the Text.</p>		
5.	Student Learning Outcomes:		
	<ul style="list-style-type: none"> Develop a resume for oneself Ability to handle the interview process confidently Learn the subtle nuances of an effective group discussion 		
6.	Pedagogy for Course Delivery:		
	<ul style="list-style-type: none"> Workshop Group Discussions Presentations Lectures 		
7.	Assessment/ Examination Scheme:		
	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100%	NA	70%





AMITY UNIVERSITY

MADHYA PRADESH

(Established by Rit and Balved Education Foundation)

UG : Semester V

Course Title: Communication Skills-V

Credit Units: 1

Course Code: BCU 541

Course Objective:

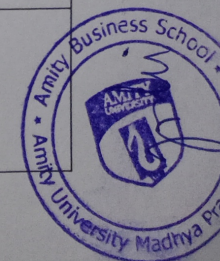
- To enable the students to adopt strategies for effective reading and writing skills.
- The course would enhance student's vocabulary, language and fluency. It would also teach the students to deliver professional presentations.

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Prerequisites: NIL

Course Contents / Syllabus:

1.	Module I Vocabulary <ul style="list-style-type: none"> • Define Vocabulary • Significance of Vocabulary • One Word Substitution, Synonyms & Antonyms and Idioms & Phrases • Define and Differentiate Homonyms, Homophones and Homographs • Vocabulary Drills • Foreign Words 	35% Weightage
2.	Module II Comprehension Skills <ul style="list-style-type: none"> • Reading Comprehension-SQ3R Reading Techniques • Summarising and Paraphrasing • Précis Writing • Listening Comprehension 	25% Weightage
3.	Module III Presentation Skills <ul style="list-style-type: none"> • Discussing the Significance of Audio-visual Aids, Audience and Feedback in Presentation Skills • Analyzing the Significance of Non-Verbal Communication 	30% Weightage
4.	Module IV Prose <ul style="list-style-type: none"> • How Far is the River-Ruskin Bond • My Wood-E.M.Forster • I have a Dream-Martin Luther King • Spoken English and Broken English-G.B. Shaw 	10% Weightage



Annexure' CD-01'

UG: Semester VI

Course Title: Communication Skills VI

Credit Units: 1

Course Code: BCU 641

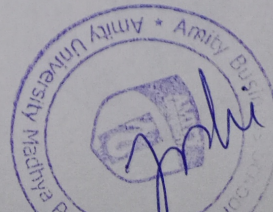
Course Objective: The main emphasis of this course is to enable students to learn the dynamics of social communication and to demonstrate the ability to learn the nuances of informal communication.

Prerequisites: NIL

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Contents / Syllabus:

1.	Module I Social Communication Essentials <ul style="list-style-type: none"> • Small talk • Building rapport • Expand social and Corporate Associations • Informal Communication: Grapevine, Chat 	30% Weightage
2.	Module II Workplace Interpersonal Skills <ul style="list-style-type: none"> • Understanding Social Communication in Workplace environment. • Employee feedback: Assess employee performance and satisfaction. • Simulation ➤ Humour in Communication-Use of 'Puns' ➤ Entertainment and Communication (Infotainment) • Infotainment and Social Media • Entertainment in Journalism ➤ Social Networking 	25% Weightage
3.	Module III Visual Code / Social Etiquette <ul style="list-style-type: none"> • Power Dressing • Fine Dining • Office Party Etiquette • Business Travel Etiquette ➤ Work Place and Business Etiquette • Proper Greetings • Thank You Notes • Telephonic Manners/ Voice Mail Etiquette • Business Salutation Etiquette • Guest Etiquette • Cubicle Etiquette • Business Card Etiquette ➤ Different Cultural Etiquette & Protocol 	35% Weightage
4.	Module IV Prose <ul style="list-style-type: none"> • Secret of Socrates - Dale Carnegie • My Financial Career-Stephen Leacock 	10% Weightage



ENVIRONMENTAL STUDIES-I

Course Code: EVS 142

Credit Units: 02

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

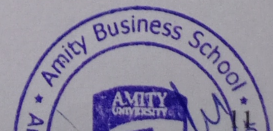
Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Component s	CT	HA/C/V	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)

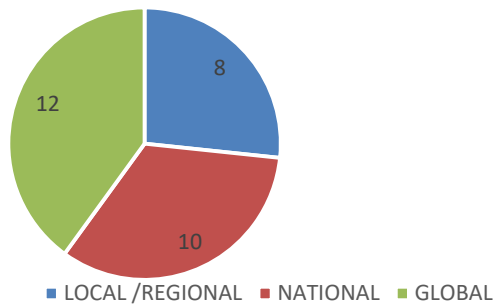




S.No	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	1.1.1 Curricula		
						LOCAL /REGIONAL	NATIONAL	GLOBAL
Amity Business School - BBA								
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35		VI	BBA609	Banking and Financial Institutions	1	1	1	
36			BBA610	ADVANCE CORPORATE FINANCE				
37			BBA612	PERFORMANCE MANAGEMENT SYSTEM				
38			BBA613	Compensation and Reward Management				
39			BBL629	INDUSTRIAL RELATIONS AND LABOUR LAW				
	ABS	BBA	Total No of Courses relevance to the local, national, regional and global developmental needs			8	10	12

Total No of Courses relevance to the local, national, regional and global developmental needs in Amity Business School (BBA)





AMITY UNIVERSITY

MADHYA PRADESH

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

COURSE OUTCOMES

FIRST SEMESTER

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

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

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

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

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

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

			decisions, transportation decisions, location decisions.
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THIRD SEMESTER

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

			<p>market research skills for designing innovative marketing strategies for business firms.</p> <p>BBA304.4. Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.</p> <p>BBA304.5. Demonstrate effective understanding of relevant functional areas of marketing management and its application.</p> <p>BBA304.6. Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.</p>
3.	BBA 305	Cost and Management Accounting	<p>BBA305.1. Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>BBA305.2. Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>BBA305.3. Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> <p>BBA305.4. Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.</p> <p>BBA305.5. Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.</p> <p>BBA305.6. Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.</p>

4.	BBL326	Business Laws	<p>BBL 326.1. To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>BBL326.2. Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> <p>BBL326.3. Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.</p> <p>BBL326.4. Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.</p> <p>BBL326.5. Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.</p> <p>BBL326.6. Acquaintance of consumer protection Act,1986 and its applicability.</p>
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FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1	BBA 401	Corporate Financial Management	<p>BBA 401.1 To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants</p> <p>BBA 401.2 to study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares</p> <p>BBA 401.3 to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage</p>

			<p>BBA 401.4 Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.</p> <p>BBA 401.5 To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</p> <p>BBA 401.6 To learn about the Introduction to Financial Services, Features of marketing these services</p>
2	BBA 402	Marketing Management II	<p>BBA 402.1 To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.</p> <p>BBA 402.2 to study about the Product Line Decision, New Product Development: Challenges & Process.</p> <p>BBA 402.3 to study about the Understanding various pricing strategies and their application.</p> <p>BBA 402.4 To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions</p> <p>BBA 402.5 To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly</p> <p>BBA 402.6 To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets</p> <p>.</p>
3	BBA 403	Research Methodology and Report Preparation	<p>BBA 403.1 To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design</p> <p>BBA 403.2 to study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</p> <p>BBA 403.3 to study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods</p> <p>BBA 403.4 To understand about Fieldwork procedure, Common sources of error in the fieldwork</p>

			<p>BBA 403.5 To study about the Data analysis-I: Test of significance Z, t, F and chi-square</p> <p>BBA 403.6 To learn about Research presentation and research process examination</p>
4	BBA 404	ENTREPRENEURSHIP DEVELOPMENT	<p>BBA 404.1. Knowledge of principles of management and school of management thoughts</p> <p>BBA 404.2. Understand the significance of planning, and decision making.</p> <p>BBA 404.3. Describe the organization concept and classify the organization structure</p> <p>BBA 404.4. Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.</p> <p>BBA 404.5. Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.</p> <p>BBA 404.6. Understand and describe the conceptual framework of control and techniques of control.</p>
5	BBA 405	E - Commerce	<p>BBA 405.1. To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>BBA 405.2. Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> <p>BBA 405.3. To know the concept of e-commerce and its (r)evolution. Understand</p>

			<p>current Internet business models and strategies</p> <p>4. BBA 405.4. Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce</p> <p>5. BBA 405.5. To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.</p>
6	BBA 406	Human Resource Management	<p>BBA 406.1 Understand basic concepts of Human Resource Management</p> <p>BBA 406 2. Analyse Human Resource Planning</p> <p>BBA 406.3 Apply Promotion and Transfer Policy</p>

FIFTH SEMESTER

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

			<p>Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.</p> <ul style="list-style-type: none"> • Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis. • Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies. • Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. • Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.
3.	BBA504	Consumer Behaviour	<ul style="list-style-type: none"> • Demonstrate how knowledge of consumer behaviour can be applied to marketing. • Identify and explain factors which influence consumer behaviour. • Use appropriate personal influence and leadership in diffusing innovative

			<p>practices to evaluate consumer behaviour.</p> <ul style="list-style-type: none"> • Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. • Use appropriate research approach in consumer decision making process. • Define behavioural issues within an organisation as a consumer to the industry.
4.	BBA505	Service Marketing	<ul style="list-style-type: none"> • Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products • Identify the characteristics of the services industry and the modus operandi of consumers. • Analyse the role and relevance of Quality in Services • Measure service quality and assess the impact of service quality on consumer Behaviour. • Identify GAPS between end user and service provider and devise strategies to close them. • Develop services pricing strategies and identify and analyse best service practices in the industry.
5.	BBA506	International Marketing	<ul style="list-style-type: none"> • Building awareness for the concept of international marketing. • Identifying the emerging markets and marketing challenges in the international marketing environment • Identifying the emerging markets and marketing challenges in the international marketing environment

			<ul style="list-style-type: none"> • Use appropriate research approaches and information systems in planning for international marketing situations • Evaluate different methods of marketing decisions in international environment. • Understanding the policies and procedures prevalent in India for export and import.
6.	BBA507	Financial Services	<ul style="list-style-type: none"> • Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. • Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. • Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis. • Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies. • Get an conceptual overview of Mutual funds, History of M/Fs in India, Types

			<p>of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.</p> <ul style="list-style-type: none"> • Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.
7.	BBA508	PRINCIPLES OF INVESTMENT MANAGEMENT	<ul style="list-style-type: none"> • Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance. • Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business. • Know about valuation of securities such as bonds, preference shares and equity shares. • Learn the security analysis on fundamental and technical basis. • Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.
8.	BBA509	Financial Derivatives	<ul style="list-style-type: none"> • Get an overview of derivative trading, concept of Underlying assets (Equity

			<p>Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.</p> <ul style="list-style-type: none"> • Get a conceptual understanding on Forward and future contracts, • Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options. • Understand the concept of Option Valuation and Trading strategies. • Get an overview on Swaps, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions. • Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.
9.	BBA510	ORGANISATIONAL DEVELOPMENT AND CHANGE	<ul style="list-style-type: none"> • Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD). • Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary

			<p>techniques of organisational diagnosis.</p> <ul style="list-style-type: none"> • Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions. • Describe the role of change management and factors causing change with contemporary model and techniques involved in change management. • Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. • Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.
10.	BBA511	Training and Development	<ul style="list-style-type: none"> • Able to Understand the concept of Training and its strategy in relations to education, culture and context. • Know the basic of process of training with need assessment in relations to

			<p>person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <ul style="list-style-type: none"> • Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. • Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training. • Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. • Able to understand the Executive Development significance and identify the role of HRD in 21st century.
11.	BBA512	International Human Resource Management	<ul style="list-style-type: none"> • Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.

			<ul style="list-style-type: none">• Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.• Able to Recognize the need of Cross-cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.• Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives.• Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.• Able to understand the trends in best HR Practices across northern Europe , China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing .
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SIXTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	BBA605	Brand Management	<ul style="list-style-type: none">• Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.• Identifying the emerging markets and marketing challenges in the developing brand equity and brand value• Acquire knowledge and understand the brand elements and develop product and price strategies.• Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.• Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.
2.	BBA606	Advertising & Sales Promotion	<ul style="list-style-type: none">• Understand the concept of advertising and evaluate the concept of integrated communication• Identify the objectives and importance of advertising as a promotional tool.• Remember the approaches of advertising campaign planning and develop ethics in advertising.• Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.• Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

			<ul style="list-style-type: none"> • Create sales promotion strategies and identify the latest trends and practices in the industry.
3.	BBA607	Retail Management	<ul style="list-style-type: none"> • Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes. • Identify the buying decision process in retailing and the types of buying decisions used by consumers. • Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them. • Understand the concept of merchandise management, its planning and establishing strategies of retail. • Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees. • Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.
4.	BBA608	CORPORATE TAX PLANNING	<ul style="list-style-type: none"> • Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation. • Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

			<ul style="list-style-type: none"> • Learn about different Deductions allowed under business and profession • Get an overview of International accounting and Taxation concepts. • Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc • Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.
5.	BBA609	Banking and Financial Institutions	<ul style="list-style-type: none"> • Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing. • Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria • Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

			<ul style="list-style-type: none"> • Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines. • Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings • Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.
6.	BBA610	ADVANCE CORPORATE FINANCE	<ul style="list-style-type: none"> • Get an conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance • Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance. • Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger,

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

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

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



AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Master of Business Administration

2021-2022

Programme Educational Objectives (PEOs)- MBA

PEO1: To demonstrate effective leadership and management skills in various organizational settings. This includes the ability to lead teams, make strategic decisions, and adapt to dynamic business environments.

PEO2: To pursue continuous learning and professional development to stay abreast of emerging trends, technologies, and best practices in the business world. This includes a commitment to lifelong learning and adaptability.

PEO3: Acquire modern understanding of business concepts and their practical application in problem-solving and to apply different tools for decision making required for solving complex managerial problems with a passion to innovate

PEO4: Students should experience career advancement, such as progression to leadership roles, promotions, or entrepreneurial success.

PEO5: Students will be able to evaluate and develop solutions to contemporary problems using management tools in creating newer opportunities

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

Programme Specific Outcomes:

Marketing

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

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

PSO3. Ability to assess how Technology & connectivity has changed human life and

business in the context of real-world commodities, products & services.

International Business

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

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

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

HRM

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

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

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

Finance

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

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

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

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	M B A 4 0 4	2	-	-	-	-	-	2	1	1	1	2	-	-	2	-	-	2	-	-	2	-	-
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Amity Business School
Amity University Madhya Pradesh
PO Mapping of MBA syllabus with the SDGs.

Sr No	Program Outcome [PO]	Program Outcome	Mapping with SDGs.
1	PO-1	Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.	SDG 4 (Quality Education) as it aims to provide the quality education to improve their analytical skills to sustain in a global business environment.
2	PO-2	Domain Knowledge: Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real world problems.	SDG 4 (Quality Education) as it aims to provide comprehensive knowledge about the principles of management to solve the real world problems.
3	PO-3	Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.	SDG 9 (Industry, Innovation, and Infrastructure) as it focuses on innovative tools and techniques to develop the analytical skills in the Industries.
4	PO-4	Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.	SDG 9 (Industry, Innovation, and Infrastructure) as it aims to do the SWOT analysis to sustain in the business environment.
5	PO-5	Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.	SDG 17 (Partnership for the Goals) by preparing students to work in team and motivate towards attainment of common goals of an Industry.
6	PO-6	Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.	SDG 9 (Industry, Innovation, and Infrastructure) and SDG 4 (Quality Education) by providing the quality education for continuous learning and Innovation in today's challenging business scenario.
7	PO-7	Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.	SDG 17 (Partnership for the Goals) by preparing students to understand and analyze the opportunities to start and manage their ventures.

8	PO-8	Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.	SDG 4 (Quality Education) as it aims to provide the comprehensive knowledge to improve their communication skills.
9	PO-9	Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.	SDG 3 (Good Health and Well-being) by emphasizing objectivity and applying relevant knowledge and practices to maintain well-being related various issues.
10	PO-10	Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.	SDG 17 (Partnership for Goals) by promoting an understanding of cross-cultural aspects and approaches for the global orientation.



Courses Mapped with various National Missions

Sr. No.	Name of School	Program Name	Semester	Course Code	Course Name	National Mission
1	Amity Business School	MBA	IV	MBA 401	Corporate Social Responsibility and Sustainability	National mission for Green India (GIM)
2	Amity Business School	MBA	IV	MBA 402	Managing Corporate Entrepreneurship	Startup India
3	Amity Business School	MBA	IV	MBA 404	Small Business Management and Strategies	Startup India
4	Amity Business School	MBA	IV	MBA 415	Team Dynamics at Work	Skill India/ PMKVY
5	Amity Business School	MBA	IV	MBA 420	Managerial Skills for Effectiveness	Skill India/ PMKVY
6	Amity Business School	MBA	IV	MBA 475	Integrated marketing Communication/ Promotion strategy	Skill India/ PMKVY
7	Amity Business School	MBA	IV	MBA 476	Digital and Social Media Marketing	Digital India
8	Amity Business School	MBA	I	BCM 141	Business Communication I	Skill India/ PMKVY
9	Amity Business School	MBA	II	BCM2 41	Business Communication II	Skill India/ PMKVY
10	Amity Business School	MBA	III	BCM 341	Business Communication III	Skill India/ PMKVY
11	Amity Business School	MBA	III	MBA 380	Rural Marketing	Shyama Prasad Mukherji Rurban Mission
12	Amity Business School	MBA	II	MBA 207	Entrepreneurship	Startup India

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Course Code: MBA 401

Credit Units: 02

Learning outcome:

The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fall-outs are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.

Course Contents:

Module I: Introduction to CSR

Objectives, definitions, evolution and need for CSR. Ethics and morals. Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR. Archie Carroll's Corporate social performance. Four stages of CSP. Milton Friedman on CSR. John D Rockefeller on CSR. Business practices. Strategies for CSR. Challenges and implementation.

Module II: Evolution of Corporate Governance

Governance practices and regulation. Structure and development of boards. Role of capital market and government. Governance ratings. Future of governance. Innovative practices. Case studies with lessons learnt.

Module III: Sustainability

Meaning and scope. CSR and Corporate sustainability. Appreciation of the movie – An inconvenient truth. Sustainability terminologies and meanings. Climate change. Kyoto Protocol. Carbon credits. Annexure – I and Annexure – II nations. Climate summit. The Copenhagen round. Why sustainability an imperative. Sustainability case studies. 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.

Module IV: From implementation to output

Corporate sustainability reporting frameworks. Global reporting initiative guidelines. National voluntary guidelines on social, environmental and economic responsibilities of business.

Module V: International Standards

Sustainability indices. Principles of responsibility investment. Challenges in mainstreaming sustainability reporting. Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- S S Khanka, (2014), Business Ethics and Corporate Social Responsibility. S Chand.
- Sanjay K agarwal, (2008), Corporate Social Responsibility in India. Sage Knowledge.
- Peter Rogers, Kazi F Jalal, John a Boyd, (2007), An Introduction to Sustainable Development. Routledge.
- James h Weaver, Kenneth Kusterer, Micheal T Rock, (2003), Achieving Broad based Sustainable Development: Governance, Environment, and Growth with Equity. Kumarian Press.

MANAGING CORPORATE ENTREPRENEURSHIP

Course Code: MBA 402

Credit Units: 03

Course Objective:

The main focus is to build intrapreneurs mindset in manager to think differently beyond the walls come out from traditional managerial concept.

Course Contents:

Module I: **Concept of Intrapreneurship**

Meaning of Corporate Entrepreneurship or Intrapreneurship, Distinction between Entrepreneurship & Intrapreneurship, Need & Importance.

Module II: Types of Intrapreneurship

Life cycle of Intrapreneur, Classification of Intrapreneur, Changing rate of traditional managers

Module III: Stages of Corporate Entrepreneurs

Stages of Intrapreneurial Team Development- Solo Phase, Network Phase, bootleg Phase, Format

Team Phase, Changing Environment for corporate Intrapreneurs, Implications & Future for Intrapreneur

Examination Scheme: Components	C P A	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

Text & References:

- • Raymond W Y Kao, Tan Wee Ling, Entrepreneurship and Enterprise Development in Asia, Prentice Hall
- • Mary Coulter, Entrepreneurship in Action, Prentice Hall.
- • Gifford Pinchot (1985): Why you don't have to leave the corporation to become an entrepreneur, Harper & Row
- • Schollhammer, Hans (1992): Internal Corporate Entrepreneurship,
- • Kent. C., Sexton.D and K.Vesper (Eds.) Encyclopaedia of Entrepreneurship, Prentice Hall,

SMALL BUSINESS MANAGEMENT AND STRATEGIES

Course Code: MBA 404

Credit Units: 03

Course Objective:

To understand how to acquire, control, and use all necessary resources to build a growth oriented SME by improving your ability to analyze, articulate, present, and defend various business decisions. It is important to recognize that no one course of action is necessarily correct nor the best.

Course Contents:

Module I: Introduction to Small Business

Orientation to small business, Small business in economy, Issues facing small businesses in the 21st century

Consulting to the small/medium size firm, SME's Act

Module II: Growth in Small Business

Strategic planning for the small business: planning is more than just writing a plan, Developing competitive survival and growth strategies for small business, Hiring and firing: human resources as the biggest asset

Module III: Role of Family
The role of the family in SME's, Succession in Small Business, marketing and public relations niche versus frontal assault

Module IV: Sustaining the Business
Compensation planning and financing the SME, Exit route for SME's or extract money from a business, Local government & the small business owner

Examination Scheme:	CP	TP	Q/S	A	ME	EE
Components	A					
Weightage (%)	5	5	5	5	10	70

Text & References:

- Gurdery Liska K. & Kickul Jill R.: Entrepreneurship Strategy Changing Patterns is now Venture Creation Growth and Reinvention, Sage Publications.
- Journal of Small Business Management.
- Hodgetts M. Richard (1982) Effective Small Business Management, Academic Press.
- Byrd Mary Jane (2008); Small Business Management: Entrepreneurs Guide Book, Mc Graw

Hill,.

TEAM DYNAMICS AT WORK

Course Code: MBA415

Credit Units:03

Learning outcome:

The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

Course Contents:

Module I Introduction to Team

Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

Module II Team Development & Management

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

Module III Team Leadership & Empowerment

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

Module IV Resolving organizational issues through team exercises

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills,

problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

Examination Scheme:

Components	Mid term exam	Attendance	Project/Assignment/Quiz/ Numerical/Presentation	ESE
Weightage (%)	15 marks	5 marks	10 marks	70 Marks

Text:

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams

References:

- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- *James Cain and Barry Jolliff* (2010) Teamwork and Teamplay
- *Daniel Levi* (2010); Group Dynamics for Teams

Managerial Skills for Effectiveness

Course Code: MBA420

Credit Units: 02

Learning Outcome : The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

Module I: Organizational Culture and Team Management :

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

Module II: Collaboration and presentation skills

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects,

Module III: Mentoring and Counselling

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring, coaching, directing, supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions

Module IV: Leadership and Negotiation :

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Organizational Behaviour, Davis, K
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY

Course Code: MBA 475

Credit Units: 03

Learning Outcomes:

This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

Course Contents:

Module I: Introduction to IMC

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

Module II: Managing Mass Communications:

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

Module III: Advertising Planning & Strategy: Media and Effectiveness

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, adverting artwork, copy in conventional media and cyberspace.

Module IV: Media Planning

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

Module V: Managing Mass Communications:

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

Module VI: Managing Personal Communications:

Direct and interactive marketing, Word-of-mouth, and Personal selling, Direct Marketing, Word-of-mouth influence,

Classroom Activities

Exercises and Quizzes throughout the term relating to the material discussed in class.

Activities on Choice of sales promotion tool, choosing a promotional message and IMC tools for major campaign. Details are in attached file.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

DIGITAL AND SOCIAL MEDIA MARKETING

Course Code: MBA476

Credit Units: 03

Learning Outcomes:

The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

Course Contents:

Module I: Go online

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

Module II: Social Media

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

Module III: Rush-hour traffic

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

Module IV: E-commerce

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

Module V: Emerging Digital Revolution

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.
- David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education Menon, Arpita; Media Planning and Buying; McGraw Hill.

- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

Online Links:

1. <https://www.coursera.org/learn/integrated-marketing-communications/lecture/2s6JZ/digital-marketing-socialmedia>
2. <https://study.com/academy/lesson/digital-marketing-campaign-definition-examples.html>
3. <http://slideplayer.com/slide/6496000/>
4. <https://www.ballantine.com/the-ultimate-guide-to-increasing-your-companys-online-visibility/>
5. <http://technoyster.com/10-steps-for-increasing-visibility-online/>
6. <https://www.elegantthemes.com/blog/tips-tricks/9-ways-to-boost-visitor-engagement-on-your-website>
7. <https://sproutsocial.com/insights/social-media-traffic/>
8. <https://marketingwizdom.com/strategies/conversion>



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Course Title: - Business Communication I

Credit

Units: 1 Course Code: BCM 141 Course Objective:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

This course is designed to hone the communication skills of the budding managers and enable them to be an integral part of the corporate communication network.

Prerequisites: NIL

Course Contents / Syllabus:		
1	Module I The Nature and Process of Communication <ul style="list-style-type: none">• Defining Communication<ul style="list-style-type: none">o Classification of Communication<ul style="list-style-type: none">o Creation of Relevant Content and Context in Communication• The Purpose of Communication<ul style="list-style-type: none">o Communication to Informo Communication to Persuade• The Process of Communication<ul style="list-style-type: none">o The Linear Concept of communicationo Aristotle's Modelo The Shannon-Weaver Model• Principles of Communication<ul style="list-style-type: none">o 7 C's of Communication	40% Weightage
2	Module II Communication Networks in the Organization	30% Weightage

	<ul style="list-style-type: none"> • Types of Communication <ul style="list-style-type: none"> ○ Formal Communication ○ Informal Communication • Barriers to Communication <ul style="list-style-type: none"> ○ Linguistic Barrier ○ Cultural Barrier ○ Socio-Psychological Barrier ○ Physiological Barrier 																						
	<ul style="list-style-type: none"> ○ Incorrect Assumptions ○ Information Overload ○ Semantic Barriers 																						
3	Module III Cross- Functional Communication	30% Weightage																					
	Organizational Communication <ul style="list-style-type: none"> • The Importance of Communication in Management • Important Functions of Management • How Communication is Used by Managers 																						
4	Student Learning Outcomes: <ul style="list-style-type: none"> • Students will understand the process and nature of communication. • They will understand the barriers to effective communication and learn to remove them. • Students will become masters of Formal and Informal Communication 																						
5	Pedagogy for Course Delivery <ul style="list-style-type: none"> • Workshop • Presentation • Group Discussion • Lectures 																						
6	Assessment/ Examination Scheme: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Theory L/T (%)</th> <th style="width: 25%;">Lab/Practical/Studio (%)</th> <th style="width: 50%;">End Term Examination</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">100%</td> <td style="text-align: center;">NA</td> <td style="text-align: center;">70%</td> </tr> </tbody> </table> Theory Assessment (L&T): <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Components</th> <th style="width: 15%;">CIE</th> <th style="width: 15%;">Mid Sem</th> <th style="width: 15%;">Attendance</th> <th style="width: 35%;">End Term Examination</th> </tr> </thead> <tbody> <tr> <td>(Drop down)</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Weightage (%)</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">15%</td> <td style="text-align: center;">5%</td> <td style="text-align: center;">70%</td> </tr> </tbody> </table>	Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Components	CIE	Mid Sem	Attendance	End Term Examination	(Drop down)					Weightage (%)	10%	15%	5%	70%	
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100%	NA	70%																					
Components	CIE	Mid Sem	Attendance	End Term Examination																			
(Drop down)																							
Weightage (%)	10%	15%	5%	70%																			

Text: *A. Ashley, The Oxford Handbook of Commercial Correspondence, Oxford, 2003. Guffey, Ellen Mary, Business Communication, Thomson (South Western) Meenakshi Raman & Prakash Singh, Business Communication, Oxford, 2006.*

Reference:

M. John Penrose, Business Communication for Managers: An Advanced Approach, Thomson, 2003 Ronald B. R. Adler, Understanding Human Communication, Oxford, 2005.

Additional Reading: Newspapers and Journals

Course Title: BC II- Business Communication II
(Business Correspondence)

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Credit Units: 1

Course Code: BCM 241

Course Objective: To develop the writing skills of the students so that they are capable of communicating efficiently.

Prerequisites:

NIL

Course Contents / Syllabus:					
1	Module I Inter and Intra office Communication			50% Weightage	
	<ul style="list-style-type: none"> • Business Letters • Memo • Agenda • Minutes 				
2	Module II Report Writing			20% Weightage	
	<ul style="list-style-type: none"> • Purpose and Objectives • Types and Functions • Layout & Structure 				
3	Module III Job Related Communication			30% Weightage	
	<ul style="list-style-type: none"> • Covering Letters • Resume writing • Profile Writing 				
4	Student Learning Outcomes:				
Students would be equipped with powerful resume and will be able to write effective business report and business letters.					
5	Pedagogy for Course Delivery:				
	<ul style="list-style-type: none"> • Workshop • Presentation • Group Discussion • Lectures 				
6	Assessment/ Examination Scheme:				
	Theory L/T (%)	Lab/Practical/Studio (%)		End Term Examination	
	100%	NA		60%	
	Theory Assessment (L&T):				
Continuous Assessment/Internal Assessment				End Term Examination	
Components (Drop down)	CT	GD	GP		Attendance

	Weightage (%)	10%	10%	15%	5%	60%	
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Text:

A. Ashley, The Oxford Handbook of Commercial Correspondence, Oxford, 2003. Jules Harcourt, Business Communication, Thomson, 1990.

Meenakshi Raman & Prakash Singh, Business Communication, Oxford, 2006.

Reference:

Guffey, Ellen Mary, Business Communication, Thomson (South Western)

Krizan, Merrier, and Logan, Business Communication, Thomson (India Edition)

Additional Reading:

Newspapers and Journals



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Course Title: Business Communication III

Credit Units: 1 Course Code: BCM 341 Course Objectives:

To enhance the communicative competence of the learners equipping them with efficient interpersonal communication and leadership abilities

Prerequisites:

NIL

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Course Contents / Syllabus:		
1	Module I Public Speaking <ul style="list-style-type: none"> • PUBLIC SPEAKING: <ul style="list-style-type: none"> ○ Introduction to Public Speaking ○ Types of Public Speaking ○ Verbal components in Public speaking: Content, Tone, Expressions, Vocabulary, Smile, Pitch and modulation ○ Non verbal components: Body language(Effective Eye gestures, Arm gestures, Use of Lecture/Podium) ○ Audience Analysis • PRESENTATIONS: <ul style="list-style-type: none"> ○ Planning Preparation Practice Performance ○ Effective Use of Audio-Visual Aid ○ Effective Content- Information Packaging ○ Question and Answer Sessions- How to Respond to Difficult Questions, Critical Analysis ○ Summarizing and Questioning (New topic) ○ Business Proposals (New Topic) 	40% Weightage
2	Module II Group Discussion and Interviews <ul style="list-style-type: none"> □ GROUP DISCUSSION: <ul style="list-style-type: none"> ○ Meaning of a Group Discussion ○ Dynamics of GD 	40% Weightage

	Types Of Group Discussion: Topic Based And Case Based O Mock GD Sessions □ INTERVIEWS:																	
	<ul style="list-style-type: none"> ○ Types of Interviews o ○ Styles of Interviews ○ Interview Questions: HR and Technical/ Tackling Difficult ○ Answers/Poise o Conducting a Mock Interview: Entering Behaviour, Smile and Cordiality of Speech 																	
3	Module III Meetings	20% Weightage																
	<ul style="list-style-type: none"> • Planning and Organizing a Meeting • Agenda for the Meeting • Minutes of the Meetings 																	
4	Student Learning Outcomes: <ul style="list-style-type: none"> • The students will learn to give effective presentations and gain confidence in facing job interviews. • Public speaking will be done with ease. 																	
5	Pedagogy for Course Delivery <ul style="list-style-type: none"> • Workshop • Presentation • Group Discussion • Lectures 																	
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Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination														
Weightage (%)	10%	15%	5%	70%														

Text: *Guffey, Ellen Mary, Business Communication, Thomson (South Western) Jules Harcourt, Business Communication, Thomson, 1990.*

Meenakshi Raman & Prakash Singh, Business Communication, Oxford 2006.

References: *M. John Penrose, Business Communication for Managers: An Advanced Approach, Thomson, 2003.*

Additional Reading: Newspapers and Journals

RURAL MARKETING

Course Code: MBA 380

Credit Units: 03

Course Objective:

The objective of this course is to evolve students understand the growing significance of rural marketing. It highlights the emerging trends in rural marketing and points to a steep learning curve for companies eyeing rural markets in India. The peculiarities of the rural customers in India are to be studied and the students are prepared to face the future challenges of rural India.

Course Contents:

Module I

Rural Marketing an Overview, Principles of Marketing as Relevant to Rural Marketing, Evolution of Rural Marketing, Rural Marketing Mix, Profiles of Urban & Rural customers and Differences in their Characteristics, Rural Consumer Behavior. Agricultural Marketing: Marketing of Agricultural Produce, Agricultural Inputs. Contract farming

Module II

Rural Environment, Rural Market Strategies with special reference to Segmentation, Targeting and Positioning, Innovation for Rural Market, Products and Services in the Rural Markets, Channels of Distribution and Trade Management, Rural Retailing.

Module III

Rural Communication: Advertising and Sales Promotion Strategies and New Product launch Techniques for Rural Markets. Pricing in Rural Markets.

Module IV

Rural Market Research and Market Information System, Marketing Strategies, Policy, Sales Management Practices, Training, Motivation .Sales Quota Strategies.

Module V

Social Marketing: Corporate Social Responsibility in Rural Markets. The Future of Rural Marketing in India. Role of Govt. In Rural & Agricultural Marketing. Case Studies: ITC eChaupal, HUL Project Shakti, Sagar, DCM Haryali

Examination Scheme: Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

Text & References:

- Kashyap Pradeep & Raut Siddhartha, (2009) The Rural Marketing Book, Biztantra.
- Dogra B. & Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill Publication.
- Krishnamacharyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson

Education

- Magazines- Business World, Business India
- The Rural Marketing Journal

ENTREPRENEURSHIP

Course Code: MBA207

Credit Units: 02

Learning Outcomes:

The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.

Course Contents:

Module I: Entrepreneurial Psyche

The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.

Module II: Entrepreneurship Development

Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel-

Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

Module III: Growth and Development of Entrepreneurial Ventures

Identifying 'paying customer'. Developing market understanding- Narrowing focus-end user profiling. Ideal persona-market segmentation, market sizing- marketing plan, pricing- strategy

Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

Module IV: Business Plan

How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

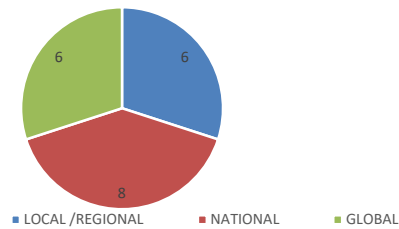
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill □ Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21st Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring



S. No	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs, which is reflected in the Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the University.											
						LOCAL /REGIONAL	NATIONAL	GLOBAL									
Amity Business School (MBA)																	
1	AMITY BUSINESS SCHOOL	P.G: MBA															
2									I	MBA 101	ORGANIZATION BEHAVIOUR						
3										MBA102	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS			1	1		
4										MBA103	MANAGERIAL (MICRO) ECONOMICS						
5										MBA 104	Marketing Management						
6										MBA106	BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING						
7										MBA107	LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)						
8										MBA108	INDIAN ETHOS AND BUSINESS ETHICS			1	1		
9										MBA109	INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS			1	1	1	
10										II	MBA 201	HUMAN RESOURCE MANAGEMENT					
11											MBA202	Corporate Finance					
12											MBA203	INDIAN ECONOMY AND POLICIES			1	1	1
13											MBA 204	Marketing Research					
14											MBA205	Operations Management					
15											MBA206	Quantitative Techniques					
16											MBA207	ENTREPRENEURSHIP					
17											MBA208	ORGANISATION DESIGN					
18											MBA 209	CORPORATE STRATEGY					
19										III	MBA 301	PROJECT MANAGEMENT					
20											MBA303	Entrepreneurship Lab			1	1	
21											MBA304	Innovation Technology Management					
22											MBA305	TECHNOLOGY APPRECIATION AND INTELLECTUAL PROPERTY RIGHTS					
23											MBA306	Entrepreneurial Marketing					
24											MBA 307	Valuation					
25											MBA 308	Project appraisal and Finance					
26											MBA 309	INTERNATIONAL FINANCE					
27											MBA 310	FINANCIAL MARKETS AND FINANCIAL SERVICES					
28											MBA 311	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT					
29										MBA 312	Employee Relations						
30										MBA 313	MANPOWER PLANNING, RECRUITMENT, AND SELECTION						
31										MBA 314	PERFORMANCE MANAGEMENT SYSTEMS						
32										MBA 315	UNDERSTANDING SELF-INDIAN PERSPECTIVE						
33										MBA 316	Strategic Human Resource Management						
34										MBA 317	INTERNATIONAL TRADE FINANCE						
35										MBA 318	INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS						
36										MBA 365	International Trade Procedures and Documentation						
37										MBA 366	Foreign Exchange (FX) Management						
38										MBA 376	CONSUMER BEHAVIOUR						
39										MBA 377	RETAILING MANAGEMENT			1	1	1	
40										MBA 378	SALES AND DISTRIBUTION MANAGEMENT						
41										MBA 379	PRODUCT AND BRAND MANAGEMENT						
42										MBA 380	BUSINESS TO BUSINESS MARKETING						
43										IV	MBA 401	Corporate Social Responsibility and Sustainability					
44											MBA402	Indian Models in Entrepreneurship					
45											MBA403	Family Business Management					
46											MBA404	Venture Valuation and Accounting					
47											MBA405	Social Entrepreneurship					
48											MBA 406	Taxation					
49											MBA 407	FINANCIAL DERIVATIVES					
50											MBA 408	MANAGING BANKS AND FINANCIAL INSTITUTIONS					
51											MBA 409	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING					
52											MBA 410	Behavioral Finance					
	MBA 412	Human Resource Metrics and Analytics															

53	MBA 413	INTERNATIONAL HRM : APPROACHES			
54	MBA 414	MANPOWER PLANNING, RECRUITMENT, AND SELECTION			
55	MBA 415	TEAM DYNAMICS AT WORK			
56	MBA416	FOREIGN TRADE POLICY		1	1
57	MBA417	INTERNATIONAL SUPPLY CHAIN MANAGEMENT			
58	MBA418	INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT			
59	MBA419	GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES			
60	MBA420	Managerial Skills For Effectiveness			
61	MBA465	INTERNATIONAL MARKETING			
62	MBA475	INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY			
63	MBA476	INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY			
64	MBA476	DIGITAL AND SOCIAL MEDIA MARKETING			
65	MBA477	MARKETING TO BASE OF PYRAMID CONSUMERS	1	1	1
66	MBA478	INTERNATIONAL MARKETING			
67	MBA479	SERVICES MARKETING			
ABSMBAA	Total No of Courses relevance to the local, national, regional and global developmental needs		6	8	6

Total No of Courses relevance to the local, national, regional and global developmental needs in Amity Business School (MBA)





AMITY UNIVERSITY

MADHYA PRADESH

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE OUTCOMES:

FIRST SEMESTER

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

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

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

6.	MBA107	LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)	<p>MBA107.1. Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.</p> <p>MBA107.2. Learn the rules regarding the Contract of Sale, Condition & Warranty.</p> <p>MBA107.3. Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.</p> <p>MBA107.4. Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.</p> <p>MBA107.5. Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.</p>
7	MBA108	INDIAN ETHOS AND BUSINESS ETHICS	<p>MBA108.1. Come to know about Ethical Principles in Business.</p> <p>MBA108.2. Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.</p> <p>MBA108.3. Come to know about Value system for Managing stress at Work.</p> <p>MBA108.4. Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.</p> <p>MBA108.5. Come to know about Law of Ethics and Contemporary Approaches to Leadership.</p>

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

S. No.	Course Code	Course Title	Outcome
1.	MBA 201	HUMAN RESOURCE MANAGEMENT	<p>MBA 201.1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>MBA 201.2. To develop necessary skill set for application of various HR functions including training, development and compensation.</p> <p>MBA 201.3. To integrate the knowledge of HR concepts to maintain employee relations.</p> <p>MBA 201.4. Demonstrate emerging issues in human resource management.</p>
2.	MBA202	Corporate Finance	<p>MBA202.1. Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return</p> <p>MBA202.2. Come to know the valuation of Stocks and Bonds</p> <p>MBA202.3. Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital</p> <p>MBA202.4. Will be able to do Capital Budgeting and Capital Investment Analysis</p> <p>MBA202.5. Know about working capital management and know the factors influencing working capital policy</p> <p>MBA202.6. Will be able to make Dividend Policy Decisions</p>

3.	MBA203	INDIAN ECONOMY AND POLICIES	<p>MBA203.1. To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>MBA203.2. Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> <p>MBA203.3. Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.</p> <p>MBA203.4. Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.</p>

4.	MBA 204	Marketing Research	<p>MBA 204.1. To develop the understanding of research concept and research methodology to design the research framework.</p> <p>MBA 204.2. To develop necessary skill set for choosing the sample and collecting the data for research.</p> <p>MBA 204.3. To integrate the knowledge of statistical test and designing the research experiment.</p> <p>MBA 204.4. Demonstrate the art of writing the research report.</p>
5.	MBA205	Operations Management	<p>MBA205.1 Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>MBA205.2. Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments</p> <p>MBA205.3 To analyse operations decisions of different types in different conditions.</p> <p>MBA205.4 To integrate the concept of controlling under various conditions.</p>
6.	MBA206	Quantitative Techniques	<p>MBA206.1 To understand the concepts of probability distribution and its relationship to Business.</p> <p>MBA206.2. To apply concepts of forecasting under different conditions.</p> <p>MBA206.3 To analyse probability based decisions in of different types in different conditions.</p> <p>MBA206.4 To integrate the concept of Linear programming and business under various conditions.</p>

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

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

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

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

			MBA305.4 To integrate the concept of trademarks, designs and industrial designs
5	MBA306	Entrepreneurial Marketing	<p>MBA306.1 To understand the concepts Marketing Basics and its relationship to Business.</p> <p>MBA306.2. To apply concepts of Pricing under different market conditions.</p> <p>MBA306.3 To analyse Entrepreneurial distribution channel decisions of different types in different market conditions.</p> <p>MBA306.4 To integrate the concept of Marketing Communications under various conditions.</p>
6	MBA 307	Valuation	<p>MBA307.1. Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.</p> <p>MBA307.2. Analyzing the learning and understand techniques of various valuation models</p> <p>MBA307.3. applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.</p> <p>MBA307.4. Evaluating and appreciating contemporary project management tools and methodologies in Indian context.</p>
7	MBA 308	Project appraisal and Finance	<p>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Applying technology tools for communication, collaboration, information management, and decision support and</p>

			<p>appraisal techniques for evaluating live projects</p> <p>CO4: Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment</p> <p>CO5: Evaluating and appreciating contemporary project management tools and methodologies in Indian context</p>
8	MBA 309	INTERNATIONAL FINANCE	<p>CO1. Understanding the broader problems of international finance by understanding global business scenario.</p> <p>CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance</p> <p>CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.</p> <p>CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance</p> <p>CO5. Preparing Analytical reports for business decision making</p>
9	MBA 310	FINANCIAL MARKETS AND FINANCIAL SERVICES	<p>MBA310.1. Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.</p> <p>MBA310.2. Analyze general structure of various financial markets</p> <p>MBA310.3. Demonstrate the applicability Debt Market and Commodity Market in the organization.</p> <p>MBA310.4. Demonstrate an awareness of the current structure and functioning of the financial services sector.</p>

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

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

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

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

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

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

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

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBA 401	Corporate Social Responsibility and Sustainability	<p>MBA401.1. Understand the importance of ethics and CSR in the day-to-day working of organizations.</p> <p>MBA 401.2. Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, sustainability, and ethical management.</p> <p>MBA401.3. To understand regulatory and voluntary action in corporate social responsibility, accountability, and reporting.</p> <p>MBA401.4. Know the content of central normative ethical theories and understand their role in ethical reasoning.</p>

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

			<p>MBA404.2. To apply concepts of financial instruments under different market conditions.</p> <p>MBA404.3 To analyse financial instruments of different types in different market conditions.</p> <p>MBA404.4 To integrate the concept of better manage financial issues in an entrepreneurial venture under various conditions.</p>
5	MBA405	Social Entrepreneurship	<p>MBA405.1 To understand the concepts of social Entrepreneurship and its relationship to Business.</p> <p>MBA405.2. To apply concepts of social Entrepreneurship under different market conditions.</p> <p>MBA405.3 To analyse Business Plans in of different types in different market conditions.</p> <p>MBA405.4 To integrate the concept of leadership and motivation under various conditions.</p>

6	MBA 406	Taxation	<p>MBA406.1. Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>MBA406.2. Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>MBA406.3. To enable the students to determine the residential status of an individual and scope of total income.</p> <p>MBA406.4. To enable the students to compute the net total taxable income of an individual.</p>
7	MBA 407	FINANCIAL DERIVATIVES	<p>CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.</p> <p>CO2: Students will be able to analyze the risks in different financial markets.</p> <p>CO3: Acquire ability to selection of various options and then can apply them to specific markets</p> <p>CO4: Student will be able to strategically manage the financial derivatives.</p> <p>CO5 Able to distinguish among hedging, speculation, and arbitrage.</p>
8	MBA 408	MANAGING BANKS AND FINANCIAL INSTITUTIONS	<p>CO1. Understanding the broader problems of Banks and financial institutions</p> <p>CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.</p> <p>CO3. Explain elements of the Basel regulatory framework,</p>

			<p>with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.</p> <p>CO4. Explain the roles financial intermediaries perform in society and the major risks they face</p> <p>CO5. Understand The modern banking service.</p>
9	MBA 409	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	<p>MBA409.1. Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</p> <p>MBA409.2. Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.</p> <p>MBA409.3. Analyze investment opportunities in fixed income securities.</p> <p>MBA409.4. Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.</p>

10	MBA 410	Behavioral Finance	<p>MBA410.1. Understand the differences between a behavioural finance perspective and a traditional finance perspective.</p> <p>MBA410.2. Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.</p> <p>MBA410.3. Critically evaluate behavioural influences involving individuals; investment decisions.</p> <p>MBA410.4. Critically discuss important developments in this new area and the associated practical insights they provide.</p> <p>MBA410.5: the will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments.</p>
11	MBA 412	HUMAN RESOURCE METRICS AND ANALYTICS	<p>MBA 412.1. Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.</p> <p>MBA 412.2 Identify the right HR metrics– aligning HR and business goals.</p> <p>MBA 412.3 Develop the total quality management approach and improving the HR audit system.</p> <p>MBA 412.4 Understanding human resource information system.</p>

12	MBA 413	INTERNATIONAL HRM : APPROACHES	<p>MBA 413.1. Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>MBA 413.2 Develop the organization structure to manage international staffing and development</p> <p>MBA 413.3 Formulate performance management and compensation management strategies to implement in the international context.</p> <p>MBA 413.4 Critically analyse cross cultural issue and perspectives for international boundaries.</p> <p>MBA 413.5 Demonstrate the mapping of different cultures for maintain international relations.</p>
13	MBA 414	MANPOWER PLANNING, RECRUITMENT, AND SELECTION	<p>MBA 414.1. Understand the process of strategic staffing and manpower planning.</p> <p>MBA 414.2 Develop the framework for competency mapping.</p> <p>MBA 414.3 understand and formulate recruitment and training strategies of manpower planning.</p>

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

			<p>Technology Parks and Free Trade Zones.</p> <p>MBA416.4. Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.</p> <p>MBA416.5. Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy</p>
16	MBA417	INTERNATIONAL SUPPLY CHAIN MANAGEMENT	<p>MBA417.1. Able to understand the concept & importance of Supply Chain Management</p> <p>MBA417.2. Clear understanding of Strategic Issues in Supply Chain Management</p> <p>MBA417.3. Will be able to understand the concept and scope of International Logistic System</p> <p>MBA417.4. Will learn the General Structure of shipping industry</p> <p>MBA417.5. Will be able to manage the Supply Chain Performance</p>
17	MBA418	INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT	<p>MBA418.1. Will be able to understand Global Cultural Diversity</p> <p>MBA418.2. Will have clear understanding on HR issues of Cross Cultural Teams</p> <p>MBA418.3. Will learn Cross-Cultural Perceptions & Communication</p>

			<p>MBA418.4. Able to learn Cross-cultural Business Negotiations</p> <p>MBA418.5. Will know about the Competencies for Global Managers</p>
18	MBA419	GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES	<p>MBA419.1. Will learn historical and economic perspectives on Global Outsourcing</p> <p>MBA419.2. Will understand Sourcing Models</p> <p>MBA419.3. Will know about different types of global outsourcing services</p> <p>MBA419.4. Will gain knowledge about India's BPO's & IT Services Outsourcing</p> <p>MBA419.5. Will be able to develop an outsourcing strategy for Future Challenges</p>
19	MBA420	Managerial Skills For Effectiveness	<p>MBA420.1 To understand the concepts of Organizational Culture and Team Management its relationship to Business.</p> <p>MBA420.2. To apply concepts of Collaboration and presentation skills.</p> <p>MBA420.3 To analyse Mentoring and Counselling.</p> <p>MBA420.4 To integrate the concept of Leadership and Negotiation under various conditions.</p>

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

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

			<p>of various channel options available for digital marketing.</p> <p>MBA476.2. On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p> <p>MBA476.3. Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p> <p>MBA476.4. On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p> <p>MBA476.5. On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p>
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24	MBA477	MARKETING TO BASE OF PYRAMID CONSUMERS	<p>MBA477.1. Understand the concept of BOP market and business opportunities.</p> <p>MBA477.2. Identify the objectives and , Principles of Innovation.</p> <p>MBA477.3. Remember the approaches of BOP solutions for developed markets</p> <p>MBA477.4. Analyse unique methods of data collection, sampling</p> <p>MBA477.5. Identify the need and scope of Development as social transformation</p>
25	MBA478	INTERNATIONAL MARKETING	<p>MBA478.1. Building awareness for the concept of international marketing.</p> <p>MBA478.2. Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p>MBA478.3. . Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p>MBA478.4. Use appropriate research approaches and information systems in planning for international marketing situations</p> <p>MBA478.5. Evaluate different methods of marketing decisions in international environment.</p> <p>MBA478.6. Understanding the policies and procedures prevalent in India for export and import.</p>
26	MBA479	SERVICES MARKETING	<p>MBA479.1. Demonstrate how knowledge of services</p>

			<p>marketing influences economy and understand the concept of Services and intangible products</p> <p>MBA479.2. Identify the characteristics of the services industry and the modus operandi of consumers.</p> <p>MBA479.3. Analyse the role and relevance of Quality in Services</p> <p>MBA479.4. Measure service quality and assess the impact of service quality on consumer Behaviour.</p> <p>MBA479.5. Identify GAPs between end user and service provider and devise strategies to close them.</p> <p>MBA479.6. Develop services pricing strategies and identify and analyse best service practices in the industry.</p>
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