

AMITY BUSINESS SCHOOL

MINUTES OF BOARD OF STUDIES-2019-20



AMITY UNIVERSITY

RAJASTHAN

No. : AUR/REG/4587

Dated : 18/05/2020

Board of Studies [BOS]
Amity Business School (ABS)
Master in Business Administration (MBA)

For structuring, revision and updating of Academic Programmes, viz. framing of Curriculum, Syllabi and Scheme of Evaluation etc. the Board of Studies of Amity Business School (ABS) - Master in Business Administration (MBA) is re-constituted as under :

1. Prof. Amit Jain Director - ABS : Convener

Internal Subject Expert

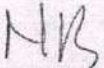
2. Dr. Durgesh Batra Dy. Director - ABS : Member

3. Dr. Ritu Vashistha Assistant Professor - ABS : Member

External Experts

4. Dr. Rajendra Prasad Sharma Professor IIFT, Calcutta : Member

5. Mr. Vivek Gupta CEO Technology Mindz (IIM Ahmedabad Alumni) : Member


Dr. Nitin Bhardwaj
Registrar





AMITY UNIVERSITY

RAJASTHAN

MINUTES OF THE MEETING OF 28TH BOARD OF STUDIES,

ON

20TH MAY 2020

(MBA)

A Board of Studies meeting was convened and chaired by Director ABS on 20th May 2020.

Members Present:

Prof. Amit Jain (Chairperson BOS, Director, ABS)

Dr. Durgesh Batra (Deputy Director, ABS)

Dr. Ritu Vashistha

Dr. Rajendra Prasad Sharma

Members Absent:

Mr. Vivek Gupta

S. No.	Comments
1.	Dr Ritu Vashitha opened the session by welcoming the esteemed members of the Board.
2.	She detailed the members about the agenda which was to review the syllabus and online class conduction problems and further improvement to be discussed.
3.	The members praised the way classes conducted and suggested few electives on Data Sciences to be added to final year.

The meeting was concluded with a vote of thanks.



AMITY UNIVERSITY

RAJASTHAN

No. : AUR/REG/4587

Dated : 18/05/2020

Board of Studies [BOS]
Amity Business School (ABS)
Master in Business Administration (MBA)

For structuring, revision and updating of Academic Programmes, viz. framing of Curriculum, Syllabi and Scheme of Evaluation etc. the Board of Studies of Amity Business School (ABS) - Master in Business Administration (MBA) is re-constituted as under :


1. Prof. Amit Jain Director - ABS : Convener

Internal Subject Expert

2. Dr. Durgesh Batra Dy. Director - ABS : Member
3. Dr. Ritu Vashistha Assistant Professor - ABS : Member

External Experts

4. Dr. Rajendra Prasad Sharma Professor : Member
IIFT, Calcutta
5. Mr. Vivek Gupta CEO : Member
Technology Mindz
(IIM Ahmedabad Alumni)


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AMITY UNIVERSITY

— R A J A S T H A N —

BOARD OF STUDIES (BOS)

Amity Business School (ABS)
Bachelor of Business Administration (BBA)

**AGENDA OF THE MEETING OF 28TH BOARD OF STUDIES,
ON
20TH MAY 2020**

The agenda items are as follows:

1. Review of Courses and online classes.
2. Any other matter with permission of chair.





AMITY UNIVERSITY

RAJASTHAN

MINUTES OF THE MEETING OF 28TH BOARD OF STUDIES, ON

(BBA)

20TH MAY 2020

A Board of Studies meeting was convened and chaired by Director ABS on 20th May 2020.

Members Present :

Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)
Mr. Nilesh Maurya (Director, Investment Banking, Omega Capital, Mumbai)
Dr Sandeep Joshi (Head Recruitment Shree Cement)
Prof. Durgesh Batra (Deputy Director, ABS)
Prof. Deepali Bhatnagar (Program Coordinator BBA)

S. No.	Comments
1.	Dr Deepali Bhatnagar opened the session by welcoming the esteemed members of the Board.
2.	Dr. Bhatnagar detailed the members about the agenda which was to review the syllabus and online class conduction problems and further improvement to be discussed.
3.	The members praised the way classes conducted and suggested few electives on Digital marketing to be added to final year.

The meeting was concluded with a vote of thanks.





AMITY UNIVERSITY

RAJASTHAN

BOARD OF STUDIES (BOS)

Amity Business School (ABS)
Bachelor of Commerce (B.Com.) Hons.

Agenda of the Meeting of 28th Board of Studies

On

MAY 20TH, 2020

“Course structure and Syllabus of B. Com. (H) Batch 2020 - 2023” has been revised and aligned with ACCA, UK according to approved course structure from the 26th Academic Council Meeting, AUR. In this reference the ‘Revised Course structure and Syllabus of B. Com. (H) Batch 2020 - 2023’ needs the review and approval from BOS experts. Therefore, the agenda of the meeting of 29th board of studies is as follows:

- Review and approval for “Revised Course Structure and Syllabus of B.COM. (H) Batch: 2020-23” in synchronization with ACCA according to the course structure as approved in 26th Academic Council, AUR.





AMITY UNIVERSITY

— R A J A S T H A N —

BOARD OF STUDIES (BOS)

Amity Business School (ABS)
Bachelor of Commerce (B.Com.) Hons.

Minutes of the Meeting of 28th Board of Studies

On

MAY 20TH, 2020

This year the physical meeting could not taken place due to this chronic pandemic situation of Covid-19, therefore the agenda of the meeting has been forwarded through e-mail to all the following members:

1. Prof. (Dr.) Amit Jain (Convener)
2. Dr. Durgesh Batra (Internal Subject Expert)
3. Dr. Mamta Pankaj Jain (Internal Subject Expert)
4. CA Dr. Raman Tiwari (External Expert)
5. CA Rohit Ruwatia (External Expert)



To enhance the value of courses as per the present & future market needs, following suggestions were given by the members of committee through the e-mail to the department.

COMMENTS/ SUGGESTIONS:

Course BCH181

Module 1:- Include Govt. Policies affecting Business

Module 2:- Include Cloud Accounting include remote location access

Module 5:- Include non compliance of laws and regulations in code of conduct.

Code of conduct in service

Course BCH182

Module 1:- Include impact of force majeure on contracts

Module 4:- Include Insolvency of companies, Brief about IBC or Black Money Act

BCH131

Module 5:- Include Concept of Artificial Intelligence, Block Chain, Data Analysis and cyber security.

BCH 282

Module 3:- Include audit in information systems and Auditing Standards

BCH 281

Module 2:- Assessment of charitable trusts, religious trust, political parties and electoral trust be included

Module 4 :- Income tax authorities be included

BCH 384

Module 2:- Registration, Amendment and cancellation of registration be included

Module 3:- Time of supply with invoice rules.

BCH 516

Module 3:- Include CSR

BCH180:- Accounting using equity method for associates shall be removed as it is not relevant

BCH201:- Branch and departmental accounts shall be included.

BCH210:- include MARKOV JUMP PROCES



RESPONSIBILITY

- Program Coordinator

ACTION STATUS

- All comments have been discussed, approved, and forwarded to the Academic Council for approval.





AMITY UNIVERSITY
RAJASTHAN

AMITY BUSINESS SCHOOL

Bachelor of Commerce (Hons.)

Programme Code: BCH

Duration - 3 Years Full Time

**Programme Structure
&
Curriculum & Evaluation**

Choice Based Credit System (CBCS)

2020

*Certified that the program structure and syllabus provided in this document are approved
by Academic Council of Amity University Rajasthan, Jaipur for B.Com (H), Batch 2020-23*





PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers. This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Evaluation. The Programme Structure includes the courses (Core courses (CC), Value Added Courses (VA), Domain Elective (DE) Open Elective (OE)), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits. The Curriculum and Scheme of Evaluation of each course includes the course objectives, course contents, scheme of Evaluation and the list of text and references. The scheme of Evaluation explains the Weightage given to Continuous Assessment (CA), Attendance (A), Class Test(CT) and End Semester Evaluation(EE). The details of continuous assessment for each subject are given in their respective course profile only. The different codes used for the components of continuous assessment are as follows:

<u>Components</u>	<u>Codes</u>
Case Discussion/ Presentation/ Analysis	C
Home Assignment	H
Project	P
Seminar	S
Viva	V
Quiz	Q
Class Test	CT
Attendance	A
End Semester Evaluation	EE

Total credit requirements are 171 credits within six semesters in 3 years for the award of B.Com. (H) Degree from AUR. The details of each semester are as follows:

Years	Semester	No. of Total credit per semester	Cumulative Credits
1	I	26	26
	II	28	54
2	III	30	84
	IV	33	117
3	V	32	149
	VI	22	171

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



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH181	Business Organization & Management	CC	3	1	0	4
BCH182	Corporate & Business Laws	CC	3	1	0	4
BCH180	Financial Accounting - I	CC	2	1	0	3
BCH103	Microeconomic Theory & Applications - I	CC	2	1	0	3
BCH120	Business Mathematics	CC	2	1	0	3
BCH131	Fundamentals of Computer Applications in Business	CC	2	0	2	3
AND001	ANANDAM-I	CC	0	0	0	2
BCS101	English	VA	1	-	-	1
BSS103	Behavioral Science - I	VA	1	-	-	1
	Foreign Language - I	VA	2	-	-	2
FLN101	French					
FLG101	German					
FLS101	Spanish					
FLC101	Chinese					
	TOTAL					26



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH282	Auditing & Assurance	CC	3	1	0	4
BCH280	Financial Accounting - II	CC	2	1	0	3
BCH281	Income Tax Law & Practice	CC	2	1	0	3
BCH202	Microeconomic Theory & Applications - II	CC	2	1	0	3
BCH224	Business Research Methods	CC	2	1	0	3
BCH210	Statistical Methods in Research	CC	2	1	0	3
AND002	ANANDAM-II	CC	0	0	0	2
	Open Elective/ Minor Track -I	OE	3	0	0	3
BCS201	English	VA	1	0	0	1
BSS203	Behavioral Science - II (Problem Solving and Creative Thinking)	VA	1	0	0	1
	Foreign Language - II	VA	2	0	0	2
FLN201	French					
FLG201	German					
FLS201	Spanish					
FLC201	Chinese					
	TOTAL					28



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH381	Financial Management	CC	4	0	0	4
BCH382	Financial Reporting-I	CC	3	1	0	4
BCH380	Cost & Management Accounting - I	CC	2	1	0	3
BCH384	Indirect Taxes & Amendments	CC	2	1	0	3
BCH362	Macro Economics Analysis-I	CC	2	1	0	3
EVS001	Environmental Studies	CC	4	0	0	4
AND003	ANANDAM-III	CC	0	0	0	2
	Open Elective/ Minor Track-II	OE	2	0	1	3
BCS301	Business Communication - I	VA	1	0	0	1
BSS303	Behavioral Science - III	VA	1	0	0	1
	Foreign Language - III	VA	2	0	0	2
FLN301	French					
FLG301	German					
FLS301	Spanish					
FLC301	Chinese					
	TOTAL					30



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH481	Financial Reporting-II	CC	3	1	0	4
BCH482	Strategic Business Leader I	CC	3	1	0	4
BCH483	Strategic Business Reporting- I	CC	3	1	0	4
BCH480	Cost & Management Accounting - II	CC	2	1	0	3
BCH451	Macro Economics Analysis - II	CC	2	1	0	3
BCH 421	Data Analytics	CC	2	1	0	3
BCH422	Industry & Company Analysis	CC	2	1	0	3
AND004	ANANDAM-IV	CC	0	0	0	2
	Open Elective/ Minor Track -III	OE	2	1	0	3
BCS401	Business Communication - II	VA	1	0	0	1
BSS403	Behavioral Science-IV (Group Dynamics and Team Building)	VA	1	0	0	1
	Foreign Language - IV	VA	2	0	0	2
FLN401	French					
FLG401	German					
FLS401	Spanish					
FLC401	Chinese					
	TOTAL					33





AMITY UNIVERSITY

— R A J A S T H A N —

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

FIFTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH582	Strategic Business Leader II	CC	3	1	0	4
BCH583	Strategic Business Reporting- II	CC	3	1	0	4
BCH550	Summer Internship	CC	0	0	0	3
AND005	ANANDAM-V	CC	0	0	0	2
Domain Elective V: Choose any 4 courses from the following:						
BCH570	Corporate Accounting	DE	2	1	0	3
BCH505	Fundamentals of Investment	DE	2	1	0	3
BCH506	Financial Markets, Institutions & Financial Services	DE	2	1	0	3
BCH592	Personal Finance Management	DE	2	1	0	3
BCH595	Financial Statement Analysis	DE	2	1	0	3
BCH516	Corporate Tax Planning	DE	2	1	0	3
BCH509	International Business	DE	2	1	0	3
BCH518	Business Data Processing	DE	2	1	0	3
BCH590	Marketing Management	DE	2	1	0	3
BCH512	Human Resource Management	DE	2	1	0	3
BCH514	Industrial Relations & Labour Laws	DE	2	1	0	3
Domain Elective VI (ONLY FOR THE STUDENT WHO OPTED FOR ACCA): Choose any 2 courses from the following:						
BCH584	Advanced Financial Management-I	DE	5	1	0	6
BCH585	Advanced Performance Management-I	DE	5	1	0	6
BCH586	Advanced Audit and Assurance- I	DE	5	1	0	6
	Open Elective/ Minor Track -IV	OE				3
BCS501	Business Communication - III	VA	1	0	0	1
BSS503	Behavioural Science - V	VA	1	0	0	1
	Foreign Language - V	VA	2	0	0	2
FLN501	French					
FLG501	German					
FLS501	Spanish					
FLC501	Chinese					
	TOTAL					32





AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

SIXTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH682	Strategic Business Leader III	CC	3	1	0	4
BCH679	Indian Economy	CC	2	1	0	3
BCH655	Dissertation	CC	0	0	0	3
Domain Elective VI: Choose any 4 courses from the following:						
BCH671	Entrepreneurship Development	DE	2	1	0	3
BCH672	Spreadsheet Modelling in Business	DE	2	1	0	3
BCH661	Regulation of Domestic and Foreign Exchange Markets	DE	2	1	0	3
BCH662	Venture Planning	DE	2	1	0	3
BCH663	Banking and Insurance	DE	2	1	0	3
BCH673	E-Commerce & its Applications	DE	2	1	0	3
BCH611	Advertising & Personal Selling	DE	2	1	0	3
BCH612	Service Marketing	DE	2	1	0	3
BCH674	Ethics & Governance	DE	2	1	0	3
BCH614	Compensation Management	DE	2	1	0	3
Domain Elective VI (ONLY FOR THE STUDENT WHO OPTED FOR ACCA): Choose any 2 courses from the following:						
BCH684	Advanced Financial Management-II	DE	5	1	0	6
BCH685	Advanced Performance Management- II	DE	5	1	0	6
BCH686	Advanced Audit and Assurance- II	DE	5	1	0	6
	TOTAL					22





AMITY UNIVERSITY

— R A J A S T H A N —

AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

DETAILS OF ACCA PAPERS

Exams	ACCA Papers (Incorporated with Syllabus)	Semester	Subject Code in Programme
Exempted	F1 (Accountant in Business)	I	BCH181
Exempted	F2 (Management Accounting)	III	BCH380
Exempted	F3 (Financial Accounting)	I & II	BCH180 & BCH280
Exempted	F4 (Corporate and Business Law)	I	BCH182
Exempted	F5 (Performance Management)	IV	BCH480
Exempted	F6 (Taxation)	II & III	BCH281 & BCH384
Exam	F7 (Financial Reporting)	III & IV	BCH382
Exam	F8 (Audit and Assurance)	II	BCH282
Exam	F9 (Financial Management)	III	BCH381
Exam	Strategic Business Leader (SBL)	VI, V & VI	BCH482, BCH582 & BCH682
Exam	Strategic Business Reporting (SBR)	VI & V	BCH483 & BCH 583
Exam	Advanced Financial Management	V & VI	BCH583 & BCH 684
Exam	Advanced Performance Management	V & VI	BCH585 & BCH685
Exam	Advanced Audit and Assurance	V & VI	BCH586 7 BCH686

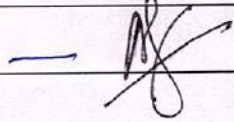
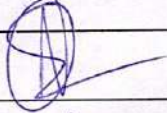
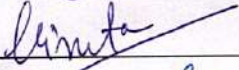
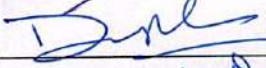
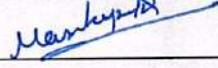
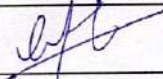


Amity University Rajasthan

ATTENDANCE OF THE MEETING OF 27TH BOARD OF STUDIES,

ON

OCTOBER 22ND, 2019

Name	Signature
Internal Members Present	
Prof. Amit Jain (Chair)	
Mr. Ashish Kumar	
Prof. Vinitaa Agarwal	
Dr. Durgesh Batra	
Dr. Mamta Pankaj Jain	
External Members Present	
Mr. Navneet Agarwal	





AMITY UNIVERSITY

RAJASTHAN

AGENDA OF THE MEETING OF 28TH BOARD OF STUDIES,

ON

OCTOBER 22ND, 2019

The agenda items are as follows:

1. Changes in Evaluation Scheme for BBA and B.Com (H) Courses to 50%-50% from batch 2019-22, Even semester onwards (As Follows)

Proposed Changes in Evaluation Pattern for UG Programs

At present, the following evaluation schemes is followed in various courses of UG programs in ABS

	Mid Term Test	Others*	Attendance	ESE**	Total
Scheme I	15	10	5	70	100
Scheme II	0/15	95/80	5	-	100

*Others include a mix of Class Participation, Case Discussion, Presentations, Project Work, Quizzes, Term Paper, Viva, etc.

**End Semester Examination

Pattern I is followed for majority of the courses while pattern II is followed for courses like Readings in Management, Business Modeling. In both the existing evaluation schemes, the student is not required to score minimum pass marks in continuous evaluation and has to score 35% marks in total to pass the course. This has resulted in a lack of seriousness towards continuous evaluation. The courses in management program are expected to have equal rigor and weight-age for continuous evaluation as well as ESE. To bring more rigor in Continuous



Evaluation, it is proposed that the evaluation schemes may be modified as follows:

	Mid Term Test	Others*	Attendance	ESE	Total
Scheme I	15	30	5	50	100
Scheme II	0/15	95/80	5	-	100

*In others, a minimum of three different parameters to be define like Class Participation, Case Discussion, Presentations, Project Work, Quizzes, Term Paper, Viva, etc.

In the new proposed scheme I, the student has to score minimum 30% in both continuous evaluation and ESE and 35% in total to pass the course.

2. Proposal of new program B.Com(Honours)- International Finance & Accounting as per requirement of ACCA. For the same MOU between AUR, ACCA and ISDC has been proposed.
3. Syllabus elaboration, rectification and suggestions for BBA and B.Com (H) Program academic year 2019-22.





AMITY UNIVERSITY

— R A J A S T H A N —

**MINUTES OF THE MEETING OF 28TH BOARD OF STUDIES,
ON
OCTOBER 22ND, 2019**

A Board of Studies meeting was convened and chaired by Director ABS on October 22nd, 2019 in Director ABS Office Academic Block - A, Amity University Rajasthan

Internal Members Present:

1. Prof. Amit Jain (Chair)
2. Mr. Ashish Kumar
3. Prof. Vinitaa Agarwal
4. Dr. Durgesh Batra
5. Dr. Mamta Pankaj Jain

External Members Present:

1. Mr. Navneet Agarwal- Assistant Director-Trade Promotions, World Trade Center, Jaipur

The following external member granted their permission to conduct and ratify the points on mail which was approved by chair:

1. Mr. Nilesh Maurya-Director- Investing Banking, Omega Capital Mumbai
2. Prof. Harsh Diwedi- Dean & Director, R.A.Poddar Institute of Management, Rajasthan University



The following points were discussed, approved, and forwarded to the Academic Council for approval:

S. No.	Comments	Responsibility	Action Status
1.	Prof. Chairperson opened the session by welcoming all BOS members. He briefed the members about the agenda of the meeting.		
2	Changes in Evaluation Scheme for BBA and B.Com (H) Courses to 50%-50% from batch 2019-22 Even Semester onwards	Program Coordinators and Faculty members	Approved
3.	Program Coordinators B.Com(Hons.) proposed the Revision in respective syllabus for Batch 2020-23 to align with ACCA, UK	Program Coordinators	It was well appreciated by all BOS members

The other relevant points discussed in the meeting are as follows:

1. Students of UG (BBA/B.com(H)) IInd and IIIrd should be involved in some live projects partly in university during weekdays and partly in organization during weekends.
2. More emphasis on practical exposure during the studies should be given to students.

The meeting concluded with a vote of thanks.





AMITY UNIVERSITY

— R A J A S T H A N —

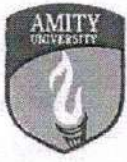
AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

DETAILS OF ACCA PAPERS

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Exam	Advanced Financial Management	V & VI	BCH583 & BCH 684
Exam	Advanced Performance Management	V & VI	BCH585 & BCH685
Exam	Advanced Audit and Assurance	V & VI	BCH586 7 BCH686





AMITY UNIVERSITY

— R A J A S T H A N —

Amity Business School

The 27th meeting of Board of Studies of Amity Business School, Amity University Rajasthan is scheduled to be held on Friday September 13, 2019 in Academic Block A from 10:00 am.

The discussion agenda points are as follows:

- Changes in MBA Program Structure
- Changes in Syllabus of PG Courses
- Changes in Evaluation scheme of PG Programs
- Any other agenda with the permission of chair.





AMITY UNIVERSITY

RAJASTHAN

Kanl Kalwar, NH-11-C,
Jaipur (Rajasthan) 302002
Tel: 01426-283621/261925
Fax: 01426-283636

Date :- 13.09.2019

Amity Business School (ABS) Board of Studies (BOS) for MBA Program

Internal

Prof. Amit Jain	Chairperson	
Mr. Ashish Kumar	Member	
Prof. Shikha Sharma	Member	Absent
Dr. Deepali Bhatnagar	Member	Absent
Dr. Ritu Vashistha	Member	

External

Prof. Nupur Pavan Bang	Member	Absent
Mr. Nilesh Maurya	Member	

Amity City Office: Amity House, 14, Gopalbani, Ajmer Road, Jaipur - 302 001. Telephone: 0141-2372488



Amity University Rajasthan
Amity Business School

Minutes of the Faculty Meeting Held on 13/09/19 in Conference Room 'A' Block, at
Amity University Rajasthan

Members Present:

Prof. Amit Jain (*Chairperson BOS, Director, ABS*)

Mr. Ashish Kumar (*Deputy Director, ABS*)

Dr. Ritu Vashistha

Mr. Nilesh Maurya

Members Absent:

Dr. Nupur Pavan Bang

Dr. Shikha Sharma

Dr. Deepali Bhatnagar

Agenda for the Meeting on 13 Sep 2019

1. Revision/Modifications in MBA Program Structure and Syllabus
2. Introduction of new specialization stream "Digital Marketing and Customer Analytics"
3. Changes in Evaluation Scheme for MBA Courses

S. No.	Comments	Responsibility	Action Status
1.	Prof. Chairperson opened the session by welcoming all BOS members. He briefed the members about the agenda of the meeting.		
2.	Mr. Ashish Kumar proposed the Revision in MBA syllabus for Batch 2019-2021 and 2020-2022. Point 1. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated by all BOS members
3.	New specialization stream "Digital Marketing and Customer Analytics" has also been introduced and approved in BOS. Point 2. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated and accepted by all BOS members



4.	<p>Changes in Evaluation Scheme for MBA Courses have been proposed.</p> <ol style="list-style-type: none"> 1. Now it would be 50:50 Ratios for Internal and End term Examination. 2. Students need to pass in both the Internal and End term examination separately. 3. Live Projects will be part of every subject and should be counted in Internal Evaluation. For evaluation two patterns will be followed. Pattern I is followed for majority of the courses while pattern II is followed for courses like Business Modeling. <table border="1" data-bbox="367 616 957 761"> <thead> <tr> <th></th> <th>Mid Term</th> <th>Others*</th> <th>Attendance</th> <th>ESE</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Scheme I</td> <td>15</td> <td>30</td> <td>5</td> <td>50</td> <td>100</td> </tr> <tr> <td>Scheme II</td> <td>15</td> <td>80</td> <td>5</td> <td>-</td> <td>100</td> </tr> </tbody> </table> <p>Point 3. of Agenda for the BOS Meeting</p>		Mid Term	Others*	Attendance	ESE	Total	Scheme I	15	30	5	50	100	Scheme II	15	80	5	-	100	All faculty Members	
	Mid Term	Others*	Attendance	ESE	Total																
Scheme I	15	30	5	50	100																
Scheme II	15	80	5	-	100																

*Others consider Case Discussion, Presentation, Project Work, Quizzes, Term Paper, and Viva etc.

In the new proposed scheme I, the student has to score minimum 30% in both continuous evaluation and ESE and 40% in total to pass the course.

The meeting concluded with a vote of thanks.





Elective: Digital Marketing

1. E-Commerce & Online Business Models

2. Digital Marketing Strategies

Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

Bhatia, P. S., (2019), Fundamentals of Digital Marketing, Wiley

3. Digital Branding & Engagement

Rowles, D. (2017), Digital Branding: A Step by Step Guide to Strategy, Tactics, Tools and Measurement, Koganpage

Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

4. Digital Marketing Analytics

Hemann, C., Burbary, K. (2019), Digital Marketing Analytics, Pearson Education

5. Social Media Marketing

Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley

Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley

6. Content Marketing

Champion, J., (2018), Inbound Content: A Step – by- Step Guide to Doing Content Marketing Inbound Way, Wiley

Halligan, B., Shah, D., (2014), Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online, John Wiley & Sons

7. Consumer Behavior in Digital World

Varsha Jain, Jagdish Sheth, Don E. Schultz, Consumer Behavior - A Digital Native, 1st ed, Pearson

Manish Grover, Dancing the Digital Tune: The 5 Principles of Competing in a Digital World, CD Press, ISBN: 978-0692358740

Doug Stephens , Reengineering Retail: The Future of Selling in a Post-Digital World, Figure 1 Publishing, ISBN: 978-1927958810



Digital Marketing Strategies

Module 1: Fundamentals of Digital Marketing
Introduction to Digital Marketing
Evolution of Digital Marketing
Digital Marketing Framework
Value Chain Digitization
Module 2: The Digital Economy
The Connected Customer
The Influential Digital Subculture
Marketing in the Digital Economy
Industry Archetypes and Best Practices
Module 3: Digital Marketing Strategy Development
Digital Marketing Assessment Phase
Digital Marketing Strategy Definition
Digital Marketing Communication & Channel Mix
Digital Marketing Operation Set up
Module 4: Digital Marketing Strategy Execution
Basic Elements of Digital Campaigns Management
Implementing Intent Based Campaigns
Implementing Brand Based Campaigns
Managing Digital Implementation Challenges
Module 5: Digital Marketing Landscape
Digital Marketing – Global Landscape
Digital Marketing – The Indian View
Digital Marketing – Emerging Trends & Concepts
Career in Digital Marketing



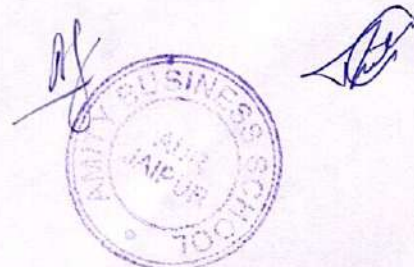
Textbooks

- A. Bhatia, P. S., (2017), Fundamentals of Digital Marketing, Pearson
- B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

Digital Branding & Engagement

Module 1: Digital Branding in Perspective
Introduction to Digital Branding
Digital Branding Vs. Digital Marketing
The Strategic Role of Digital Branding
Understanding Paid, Owned, Earned Media
Module 2: Building Consumer Engagement
Introduction to Consumer Engagement; Levels of Engagement
Participation Branding & Engagement
Understanding and Building Brand Advocacy
Branded Mobile Apps
Module 3: Building Brand Attraction & Curiosity
Understanding Humans Using Social Anthropology
Building Six Attributes of Human Centric Brand
Building Brand Curiosity with Content Marketing
Module 4: Building Brand Commitment & Affinity
Omnichannel Marketing for Brand Commitment
Omnichannel Marketing Process
Enhancing Digital Experience with Mobile Apps
Providing Solutions With Social CRM
Driving Desired Behavior with Gamification
Module 5: Digital Brand Strategy & Measurement
Measuring Digital Branding
Digital Branding Dashboard
Digital Engagement Scorecard

Textbooks



- A. Rowles, D. (2017), Digital Branding: A Step by Step Guide to Strategy, Tactics, Tools and Measurement, Koganpage
- B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

Digital Marketing Analytics

Module 1: Introduction to Digital Analytics
Overview of Digital Media Landscape
Understanding Digital Analytical Concepts
Overview of Analytical Tools
Module 2: Analyzing Intent
Social Media Listening
Search Analysis
Audience Analysis
Module 3: Analyzing Engagement
Content Analysis
Engagement Analysis
Mobile Analysis
Module 4: Web Analytics
Standard Web Metrics
Bounce Rate
Exit Rate
Conversion Rate
Module 5: Leveraging Digital Analytics
Measuring Return on Investment
Understanding Digital Influence
Improving Customer Services
Building & Delivering Reports

Textbooks

- A. Hemann, C., Burbary, K. (2019), Digital Marketing Analytics, Pearson Education



B. Kaushik, A., (2010), Web Analytics 2.0 The Art of Online Accountability & Science of Customer Centricity, Wiley

Social Media Marketing

Module 1: Introduction to Social Media Marketing
Overview of Key Concepts
Understanding Social Landscape
Emerging Landscape & Trends
Module 2: Social Media Strategy
Social Media Marketing: Strategy & Framework
Social Media Marketing: Platforms & Execution
Managing Social Media Campaigns
Module 3: Cybersocial Tools
Social Media Tech Tools
Leveraging SEO for Social Media
Social Bookmarks & Social News
Blogs Podcast and Vlogs
Measuring Blogging, Podcasting and Vlogging Metrics
Module 4: Managing Twitter & Facebook
Twitter: Using Twitter Applications Effectively
Measuring Twitter Metrics
Facebook: Using Face Applications Effectively
Measuring Facebook Metrics
Module 5: Other Social Media Networking Sites
LinkedIn
Instagram
Myspace
Whatsapp

Textbooks



- A. Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley
B. Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley

Consumer Behavior in Digital World

- Module 1: Understanding Consumer Behaviour and the Emergence of Digital Native's Behavior

Explain the meaning and emergence of consumer behavior, Consumer behavior and marketing strategy, identify with the concepts of the future of consumer behavior, How Digital Marketing is changing Consumer Behavior, understanding digital natives, Understand the difference between digital natives and physical natives.

- Module 2: Understanding Individual Consumer in Digital world

Understanding the Impact and management of Perception, Learning, Motivation, Beliefs, Values, Lifestyle, Attitude, and Personality in digital environment

- Module 3: Impact of society on Consumer behavior in a Digitally connected world
Influence of Family, Reference Groups, Cultural & cross cultural, Influence aspects on Consumer behavior in the world of intense digital media usage by consumers

- Module 4: Consumers Decision in the era of connected objects

Decision-making in new digital age. Influence of Digital, Social Media, and Mobile on consumer behavior. Social media marketing and optimization. Luxury and Consumer Behavior. Containing and Navigating Consumer Negativity in the Digital World.

Text:

Varsha Jain, Jagdish Sheth, Don E. Schultz, Consumer Behavior - A Digital Native, 1st ed, Pearson

Reference:

Manish Grover, Dancing the Digital Tune: The 5 Principles of Competing in a Digital World, CD Press, ISBN: 978-0692358740



Doug Stephens , Reengineering Retail: The Future of Selling in a Post-Digital World, Figure 1
Publishing, ISBN: 978-1927958810

DS

Stephens





AMITY UNIVERSITY
RAJASTHAN

PG Programs

Duration – 2 Years Full Time

**Programme Structure
and
Curriculum & Evaluation**

2019- 2021



PROGRAMME STRUCTURE

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2019-21)

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P) per term	Paper (TP) Hours per week	Total Credits
MBA101	Organization Behavior	CC	3	0	0	0	3
MBA102	Accounting for Management	CC	2	1	0	0	3
MBA103	Managerial Economics	CC	3	0	0	0	3
MBA104	Marketing Management	CC	3	0	0	0	3
MBA105	Information Technology for Managers	CC	2	0	2	0	3
MBA106	Quantitative Techniques in Management	CC	2	1	0	0	3
Value Added Courses							
BCS111	Business Communication – I	VA	1	-	-	-	1
BSS111	Behavioral Science – I	VA	1	-	-	-	1
	Foreign Language – I	VA	2	-	-	-	2
FLN111	French						
FLG111	German						
FLS111	Spanish						
FLJ111	Japanese						
FLC111	Chinese						
	TOTAL			2	2		22



**AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2019-21)**

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA201	Human Resource Management	CC	3	0	0	3
MBA202	Financial Management	CC	2	1	0	3
MBA205	Operations Management	CC	2	1	0	3
MBA210	Economic Analysis	CC	3	0	0	3
MBA281	Business Research Methods	CC	2	1	0	3
MBA291	Critical Thinking	CC	2	1	0	3
MBA292	Legal Aspects of Business	CC	2	1	0	3
	Open Elective-I	OE				3
Value Added Courses						
BCS211	Business Communication – II	VA	1	0	0	1
BSS211	Behavioral Science – II	VA	1	0	0	1
	Foreign Language – II					
FLN211	French					
FLG211	German					
FLS211	Spanish					
FLJ211	Japanese					
FLC211	Chinese	VA	2	0	0	2
	TOTAL					28



AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2019-21)

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA301	Strategic Management	CC	2	1	0	3
MBA350	Summer Internship	CC	0	0	14	9
MBA353	Entrepreneurship & New Venture	CC	2	1	0	3
Domain Elective-III: Choose six courses amounting to minimum 18 credits from the following courses. Choose (3+3) for Dual Specialization and (4+2) for Major & Minor Specialization						
Agribusiness Management						
MBA311	Post - Harvest Management	DE	2	1	0	3
MBA312	Agricultural Input Marketing	DE	2	1	0	3
MBA313	Rural Marketing	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
MBA383	Agribusiness and Rural Environment	DE	2	1	0	3
Finance and Accounting						
MBA318	Cost and Management Accounting	DE	2	1	0	3
MBA319	Large Scale Investment	DE	2	1	0	3
MBA320	International Finance	DE	2	1	0	3
MBA322	Security Analysis & Portfolio Management	DE	2	1	0	3
MBA379	Fixed Income Investments	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
Human Resource						
MBA324	Industrial Relations & Labor Laws	DE	2	1	0	3
MBA325	Performance & Competency Management	DE	2	1	0	3
MBA326	Strategic Human Resource Management	DE	2	1	0	3
MBA329	HR Audit & HR Information Systems	DE	2	1	0	3
MBA377	General Human Psychology	DE	2	1	0	3
MBA378	Compensation & Reward Management	DE	2	1	0	3
MBA390	Recruitment, Selection, Training & Development	DE	2	1	0	3
International Business						
MBA320	International Finance	DE	2	1	0	3
MBA336	Export Import Documentation & Logistics	DE	2	1	0	3
MBA340	International Economics & Policy	DE	2	1	0	3
MBA371	WTO & International Regulatory Environment	DE	2	1	0	3
MBA372	International Business Strategy	DE	2	1	0	3
MBA373	Growth Prospects of Thrust Areas of Indian Exports	DE	2	1	0	3
MBA391	International Cross Cultural Management	DE	2	1	0	3



Marketing and Sales						
MBA313	Rural Marketing	DE	2	1	0	3
MBA360	Consumer Behavior	DE	2	1	0	3
MBA361	Product & Brand Management	DE	2	1	0	3
MBA362	Advertising & Sales Promotion	DE	2	1	0	3
MBA374	Marketing Research	DE	2	1	0	3
MBA375	Retail & Mall Management	DE	2	1	0	3
MBA376	Digital Marketing	DE	2	1	0	3
MBA392	Sales Management	DE	2	1	0	3
Digital Marketing and Customer Analytics						
MBA331	E Commerce and Online Business Models	DE	2	1	0	3
MBA332	Digital Marketing Strategies	DE	2	1	0	3
MBA333	Digital Branding and Engagement	DE	2	1	0	3
MBA334	Digital Marketing Analytics	DE	2	1	0	3
	Open Elective-II	OE				3
Value Added Courses						
BSC311	Business Communication – III	VA	1	0	0	1
BSS311	Behavioral Science – III	VA	1	0	0	1
	Foreign Language – III					
FLN311	French					
FLG311	German					
FLS311	Spanish					
FLJ311	Japanese					
FLC311	Chinese	VA	2	0	0	2
	TOTAL					40

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AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2019-21)

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA455	Dissertation	CC	0	0	18	9
MBA403	Business Modeling and Analytics	CC	2	0	2	3
Domain Elective-III: Choose four courses amounting to minimum 12 credits from the following courses. Choose (2+2) for Dual Specialization and (3+1) for Major & Minor Specialization						
Agribusiness Management						
MBA405	Agricultural Risk Management	DE	2	1	0	3
MBA406	Food Processing Management	DE	2	1	0	3
MBA408	Marketing Models in Agribusiness	DE	2	1	0	3
MBA409	Agricultural Marketing Management	DE	2	1	0	3
Finance and Accounting						
MBA414	Financial Engineering	DE	2	1	0	3
MBA472	Strategic Financial Management	DE	2	1	0	3
MBA473	Behavioral Finance	DE	2	1	0	3
MBA497	Management of Financial Institutions	DE	2	1	0	3
Human Resource						
MBA419	Social & Industrial Psychology	DE	2	1	0	3
MBA420	Organization Structure, Design & HR Planning	DE	2	1	0	3
MBA422	Global Human Resource Management	DE	2	1	0	3
MBA496	Organizational Change & Development	DE	2	1	0	3
International Business						
MBA430	Global Outsourcing: Issues & Perspective	DE	2	1	0	3
MBA431	International Marketing	DE	2	1	0	3
MBA433	Foreign Trade Policy	DE	2	1	0	3
MBA495	International Business & Practices	DE	2	1	0	3
Marketing and Sales						
MBA431	International Marketing	DE	2	1	0	3
MBA463	Customer Relationship Management	DE	2	1	0	3
MBA471	Supply Chain Management	DE	2	1	0	3
MBA494	Marketing of Services	DE	2	1	0	3
Digital Marketing and Customer Analytics						
MBA441	Social Media Marketing	DE	2	1	0	3
MBA442	Content Marketing	DE	2	1	0	3
MBA443	Consumer Behaviour in Digital World	DE	2	1	0	3
	Total					24

Total Credits (22+28+40+24)





AMITY UNIVERSITY

R A J A S T H A N

Amity Business School

Proposed Changes in Program Structure of MBA

1. Introduction of new course on Entrepreneurship

In the present program structure for MBA 2018-20 (Annexure 1), there is no course on entrepreneurship. As the trend in management education is shifting to ensure that future management graduates are job creators rather than job seeker, it is proposed that a new 3-credit core course "Entrepreneurship and New Ventures" may be introduced in Semester III of MBA program.

This change will result in total credits of MBA program increasing from 111 to 114. As the total credits will increase to 43 in semester III, it is also proposed that the core course "Business Modeling and Analytics" is shifted to semester IV from semester III, which will result in no credit change in semester III and an increase of 3 credits (from 21 to 24) in semester IV (Annexure 2).

The proposed change will impact the credit distribution as follows:

Credits/Semester	I	II	III	IV	Total
Existing	22	28	40*	21*	111
Proposed	22	28	40*	24*	114

*includes Non-teaching Credit Course (NTCC) of 9 credits each (Summer Internship Evaluation in Semester III and Dissertation in Semester IV)

2. Introduction of new specialization "Digital Marketing and Customer Analytics"

With rising social media and digital marketing models, there is an enormous and growing demand for digital marketers having right skills in almost all the industries. Along with growing demand for digital marketing professionals, there is a need to sharpen the analytics mindset, enabling the future managers to have an evidence-based or data-driven decision making approach. With this changing scenario, a new specialization stream is proposed as "Digital Marketing and Customer Analytics" (Annexure 2).





AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

AUR/ABS/NS/05

Date :- 31.10.2019

NOTE SHEET

Subject:- Changes in Evaluation Scheme of MBA, BBA and B.Com (H) Programs for batch 2019-21, 2019-22, 2019-22 respectively onwards

Proposed Changes in Evaluation Pattern for UG Programs

At present, the following evaluation schemes is followed in various courses of UG & PG programs at ABS.

	Mid Term Test	Others*	Attendance	ESE**	Total
Scheme I	15	10	5	70	100
Scheme II	0/15	95/80	5	-	100

* Others include a mix of Case Discussion, Presentations, Project Work, Quizzes, Term Paper, Viva, etc.

** End Semester Examination

Pattern I is followed for majority of the courses while pattern II is followed for courses like Readings in Management, Business Modeling. In both the existing evaluation schemes, the student is not required to score minimum pass marks in continuous evaluation and has to score 35% marks in total to pass the course. This has resulted in a lack of seriousness towards continuous evaluation. The courses in management program are expected to have equal rigor and weight-age for continuous evaluation as well as End Semester Examination.

To bring more rigor in Continuous Evaluation, it is proposed that the evaluation schemes may be modified as follows:

	Mid Term Test	Continuous Evaluation (Others*)	Attendance	ESE	Total
Scheme I	15	30	5	50	100
Scheme II	0/15	95/80	5	-	100

* In others, a minimum of three different parameters to be defined like Case Discussion, Presentations, Project Work, Quizzes, Term Paper, Viva, etc.

In the new proposed scheme I, the student has to score minimum 30% in both continuous evaluation and ESE and 35% (BBA/B.Com(H)) and 40%(MBA) in total to pass the course.

The above has been approved for further recommendation in the respective Board of Studies. (27th BOS for MBA and 28th BOS for BBA /B.com(H)).

Submitted for kind perusal and approval.

Thanks,

Prof. (Dr.) Amit Jain
Director, ABS

Recommended

For 2019-20 batch it is subject to approval & implementation
Dean Academic or Amjain

05/11/19

Registrar 05/11/19

05/11/19
Pro President

05/11/19
President