

AMITY BUSINESS SCHOOL

MINUTES OF BOARD OF STUDIES-2020-21

Amity University Rajasthan
Amity Business School

Minutes of the BOS Meeting Held on 22/05/21 in online mode, at MS Teams

Members Present:

Prof. (Dr.) Amit Jain, Convener (*Chairperson BOS, Director, ABS*)
Dr. Durgesh Batra, Internal Subject Expert
Dr. Mamta Pankaj Jain, Internal Subject Expert
CA Dr. Raman Tiwari, External Expert
CA Mr. Rohit Ruwatia, External Expert

Agenda for the Meeting on 22 May 2021

1. Shifting of 'Statistical Methods in Research' from Semester II to Semester I.
2. Shifting of 'Fundamentals of Computer Applications in Business' from Semester I to Semester II.

S. No.	Comments	Responsibility	Action Status
1.	Dr. Mamta Pankaj Jain opened the session by welcoming all BOS members. She briefed the members about the agenda of the meeting.	Program Coordinator	- Shifting of 'Statistical Methods in Research' (BCH132) from Semester II to Semester I. - Shifting of 'Fundamentals of Computer Applications in Business' (BCH215) from Semester I to Semester II.
2.	Prof. Dr. Amit Jain proposed the Revision in B. Com (H) syllabus for Batch 2021-2024 and onwards Point 1. 2. of Agenda for the BOS Meeting		- It was well appreciated and accepted by all BOS members - All comments have been discussed, approved, and forwarded to the Academic Council for approval

The meeting concluded with a vote of thanks.







AMITY UNIVERSITY
RAJASTHAN

NEW

AMITY BUSINESS SCHOOL

Bachelor of Commerce (Hons.)

Programme Code: BCH

Duration - 3 Years Full Time

**Programme Structure
&
Curriculum & Evaluation**

Choice Based Credit System (CBCS)

2021

*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 2021-24*





AMITY UNIVERSITY

RAJASTHAN

Revised

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
BCH132	Statistical Methods in Research	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
BCH215	Fundamentals of Computer Applications in Business	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

OLD

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



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

Minutes of the BOS Meeting Held on 22/06/21 in online mode, at MS Teams

Members Present:

Prof. Amit Jain (Chairperson BOS, Director, ABS)
Dr. Durgesh Batra (Deputy Director, ABS)
Dr. Ritu Vashistha
Dr. Rajendra Prasad Sharma
Mr. Vivek Gupta

Agenda for the Meeting on 22 May 2021

1. Introduction of new Course "Managerial Communication"
2. Removing critical thinking subject from II semester.
3. Shifting of Business Modeling with Excel from IV semester to II semester, shifting of strategic Management from III semester to IV semester.
4. Introduction of new specialization stream "Data Science and AI"

S. No.	Comments	Responsibility	Action Status
1.	Dr. Ritu Vashistha opened the session by welcoming all BOS members. She briefed the members about the agenda of the meeting.		
2.	Prof. Dr. Amit Jain proposed the Revision in MBA syllabus for Batch 2021-2023 and onwards Point 1. 2. 3. And 4. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated by all BOS members
3.	New course named Managerial Communication has also been introduced and approved in BOS. The Continuous evaluation method was proposed for the course for MBA Batch 2021-2023 and onwards Point 1. of Agenda for the BOS Meeting	Business communication department	It was well appreciated and accepted by all BOS members
4.	Removing critical thinking subject from II semester for MBA Batch 2021-2023 and onwards. Point 2. of Agenda for the BOS Meeting	Business communication department	It was well appreciated and accepted by all BOS members as in Management all subjects teach through case study and other related methods.



5.	Shifting of Business Modeling with Excel from IV semester to II semester, shifting of strategic Management from III semester to IV semester for MBA Batch 2021-2023 and onwards. Point 3. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated and accepted by all BOS members. It was also suggested that new papers in every specialization should be added regarding analytics.
6.	New specialization stream "Data Science and AI" has also been introduced and approved in BOS for MBA Batch 2021-2023 and onwards. Point 4. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated and accepted by all BOS members. Two papers have been suggested in place of two proposed papers: 1. Business process Automation 2. Blockchain technologies and Application

- *Following Courses of Data Science and AI are introduced as new electives in 3rd and 4th semester for MBA Batch 2021-2023 and onwards.*

III Semester Electives

- 1) AI Technologies
- 2) Big Data Analytics
- 3) Business process Automation
- 4) Data Science product Development

IV Semester Electives

- 1) Data Science with R
- 2) Data Visualization
- 3) Blockchain technologies and Application

- Total Credits are revised from 114 to 115 for MBA Batch 2021-2023 and onwards.

The meeting concluded with a vote of thanks.





AMITY UNIVERSITY
— R A J A S I H A N —

AMITY BUSINESS SCHOOL

Management of Business Administration
Programme Code: 12019

Duration – 2 Years Full Time

Programme Structure
and
Curriculum & Evaluation

2021- 2023



MBA 2021-23

Sem	CC	DE	VA	OE	NTCC	Anandam	Total
I	20		4			2	26
II	23		4	3		2	32
III	3	18	4	3	9	2	39
IV	3	12			9		24
Total	49	30	12	6	18	6	121



Programme Learning Outcomes (PLOs) for Masters of Business Administration Degree (MBA)

Vision of AUR

To be a leading global university & provide value based contemporary education with thrust on innovation, research and productivity with a blend of modernity & tradition.

Mission of AUR

To prepare future global leaders by providing an environment of excellence in academic research, technology driven learning, cross-cultural exposure, holistic development and also enabling them with a commitment to social & environmental responsibility.

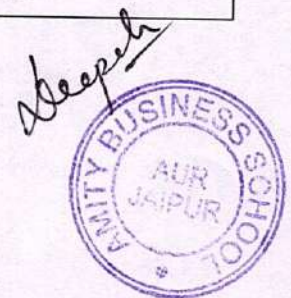
Program Learning Outcomes

The MBA Program incorporates experiential learning to equip participants with the competence of both analysis and synthesis to function in the global economy. The program is designed to develop ethical and socially-oriented leaders who create value for their organizations and society at large.

Learning Outcomes	On completion of this program, participants should be able to:
Demonstrate proficiency in management concepts	<ol style="list-style-type: none">1. Demonstrate mastery over knowledge in various functional areas of management.2. Analyze and apply various management concepts and theories to facilitate a problem solving approach.3. Demonstrate research and technical skills to analyze managerial challenges.
Reflect professional attitude	<ol style="list-style-type: none">1. Apply leadership skills to communicate and engage with various stakeholders.2. Communicate persuasively and clearly in variety of modes.3. Propose innovative approaches to manage challenges.4. Formulate business decisions with diverse and multicultural perspectives.5. Combine un-compromising result orientation with ethical consideration.6. Optimize resource utilization.



Learning Outcomes	On completion of this program, participants should be able to
Develop cognitive skills and encourage critical thinking	<ol style="list-style-type: none"> 1. Exhibit critical analysis and understanding of various business issues. 2. Apply a multidisciplinary approach to creative and innovative thinking. 3. Demonstrate the ability to work effectively in a cross-cultural team.
Develop new understanding	<ol style="list-style-type: none"> 1. Anticipate emerging issues and social concerns. 2. Develop the capacity for self-learning. 3. Integrate theories and applications in decision making for global alliances.
Exhibit ethically responsible decision-making behavior	<ol style="list-style-type: none"> 1. Evaluate and integrate business decisions with an ethical perspective. 2. Anticipate emerging ethical issues and their probable implications.
Fostering Entrepreneurial Attitude	<ol style="list-style-type: none"> 1. Identify and nurture entrepreneurial tendencies necessary to implement innovative business ideas. 2. Generate and analyse new business plans.
Professional development	<ol style="list-style-type: none"> 1. Manage change through effective communication. 2. Utilize local, national and global business knowledge. 3. Employ social and emotional wisdom. 4. Prove a very high degree of result orientation.



PROGRAMME STRUCTURE

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)

FIRST SEMESTER

Course Code	Course Title	1. Category	2. Lectures (L) Hours per week	3. Tutorial (T) Hours per week	4. Project (P)/Term Paper (TP) Hours	5. Total Credits
MBA101	Organization Behavior	CC	3	0	0	3
MBA102	Accounting for Management	CC	2	1	0	3
MBA103	Managerial Economics	CC	3	0	0	3
MBA104	Marketing Management	CC	3	0	0	3
MBA105	Information Technology for Managers	CC	2	0	2	3
MBA106	Quantitative Techniques in Management	CC	2	1	0	3
MBA112	Managerial Communication-I	CC	2	0	0	2
	Anandam	NTCC	2	-	-	2
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	26



**AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)**

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
MBA292	Legal Aspects of Business	CC	2	1	0	3
MBA211	Business Modeling and Analytics	CC	2	0	2	3
MBA225	Managerial Communication-II	CC	2	0	0	2
	Open Elective-I	OE	3	0	0	3
	Anandam	NTCC	2	0	0	2
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					32



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
Data Science And AI						
MBA385	PROGRAMMING WITH PYTHON	DE	2	2	0	3
MBA386	DATA SCIENCE	DE	2	2	0	3
MBA387	ARTIFICIAL INTELLIGENCE	DE	2	2	0	3
MBA388	Big Data Analytics	DE	2	2	0	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					39



AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)

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
MBA350	Summer Internship	NTCC	0	0	14	9
MBA353	Entrepreneurship & New Venture Creation	CC	2	1	0	3
	Anandam	NTCC	2	0	0	2
	Open Elective-II	OE	3	0	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



**AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)**

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
MBA451	Strategic Management	CC	2	1	0	3
MBA455	Dissertation	NTCC	0	0	18	9
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
Data Science And AI						



MBA452	Advanced Data Science	DE	2	2	0	3
MBA453	Data Visualization	DE	2	2	0	3
MBA454	BUSINESS ANALYTICS	DE	2	2	0	3
	Total					24

Total Credits (22+28+40+24)



MANAGERIAL COMMUNICATION - I

Course Code: MBA 112

L:1,T:0,P/FW:0 C:01

Course Objective:

One cannot 'not communicate'. This course is designed to facilitate our young Amitians to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-of level.

Module 1. Understanding process of communication

- o Definition, Nature and Scope of Communication
- o Importance and Purpose of Communication
- o Process of Communication
- o Types of Communication
- o Barriers to Communication

Module 2. Self SWOT and remedies

- o Analyzing Career goals
- o Creating Opportunities
- o Determining the outcomes
- o Taking action

Module 3. Body Language o Personal Appearance

- o Gestures o Postures
- o Kinesics
- o Proxemics
- o Time language
- o Para-Language
- o Tips for Improving Non-Verbal Communication
- o Self-Grooming

Module 4. Reading Skills

- o Definition, Purpose, Process, Methodologies
- o Skimming and Scanning
- o Reading Comprehension
- o Academic Reading Tips
- o Note Taking Strategies

Module 5. Listening Skills

- o Purpose of Listening
- o Active Listening
- o Benefits of Effective Listening
- o Barriers to Listening

Examination Scheme

Components	CA	A	CT	ETE
Weightage (%)	95	5	00	00

Suggested Reading:

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson • Understanding Human Communication, 9/e, Adler R Oxford



MANAGERIAL COMMUNICATION - II

Course Code: MBA225

L:1,T:0,P/FW:0 C:01

Course Objective:

This course is designed to hone the PR skills of the budding managers and enable them to be an integral part of the corporate communication network. The Verbal Communication (oral and written) will be the lingua franca of this endeavour.

Module 1. Presentation Skills

- o Essentials of Presentation
- o Strategies of Effective Presentation
- o Effective Verbal Communication

Module 2. Speaking Skills o Speech Organization o Coherence

- o Clarity & Precision
- o Handling Questions

Module 3. Writing Skills

- o Elements of Effective Writing
- o Business Correspondence-Layout & Structure

Module 4. Interview Skills

- o Interview Essentials
 - o Types of Interviews
 - o Probable Interview Questions
 - o Power Dressing
- Semester 3 & 4: Targeted Training

Suggested Reading:

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson • Understanding Human Communication, 9/e, Adler R Oxford

Examination Scheme

Components	CA	A	CT	ETE
Weightage (%)	95	5	00	00



Tentative papers and syllabus outline

Data Science and AI

AI Technologies

Course Code: MBA385

L:2,T:0,P:1/FW:0 C:03

Module I: Introduction to AI

Introduction to Artificial Intelligence, categories of common business problems, Employing AI in Business.

Module II: Data Sources

Data Sources (Social Media networks, Business/ Transaction Systems, Government/ Administrative systems, Ubiquitous system), Knowledge Acquisition and representation (Azure ML, Google Cloud, AIML services through AWS anyone can be used).

Module III: Decision Making processes

Decision Making processes

Module IV: Value creation

Value Creation and Competitive Advantage Models, The Role of Data, Information and Knowledge in Value Generation

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Big Data Analytics

Course Code: MBA386

L:2,T:0,P:1/FW:0 C:03

- (1) Introduction to Big Data, Big data Analytics
Definition of Big Data, Applications of Big Data, Data Science and its application,
- (2) Data Lifecycle: Data Deployment Approach, Internal data management process, big data internal advancements, maturity gap, Data Science application to Business
Key Data Challenges to Strategic Business Decisions
- (3) Data Security, Ethics, issues related to data ownership, Fair data treatment, Proper data management in special cases (Merger, Growth, Acquisition etc.), emerging Markets
- (4) Data Analytics for Big Data-Data Presentations, Descriptive statistics, Introduction to various big Data tools and Techniques, Big Data Modeling and Management Systems



(5) Future Data Trends

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Books:

1. Big Data Analytics: A Management Perspective, **Corea**, Francesco, 2016
2. HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)
3. Business Analytics for Managers, Jank, Wolfgang, 2011

Business process Automation

Course Code: MBA387

L:2,T:0,P:1/FW:0 C:03

Course Description: This Course is designed to offer learners an introduction to intelligent machines, business processes and related applications in the business world. Learners would be introduced to technologies like

Artificial Intelligence, Machine Learning, Big Data, IoT and Robotics, enabling intelligence in machines and helping to automate business Processes. Learners will gain insights into how data can be used to bring automation and intelligence in machines thereby helping to create autonomous processes and devices.

Learning Outcome

On successful completion of this course students will be able to:

1. Discuss insightfully role of Artificial Intelligence, Machine Learning, IoT, Robotics and Data science in design and development of Intelligent Machines
2. Consider the opportunities and challenges brought about by Intelligent automation
3. Analyze case studies pertaining to application of Intelligent Machines and automation in business
4. Propose and Evaluate use-cases involving Artificial Intelligence, IoT, Robotics and Automation considering economic, social, sustainability and ethical aspects

Examination Scheme:



Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

DATA SCIENCE PRODUCTS

Course Code: MBA388

L:2,T:0,P:1/FW:0 C:03

Course Objective: The course will help the students to understand the data science, its properties and various related behaviors which they can use to develop their data science applications for solving real world problems.

Course Contents

Module-I

Concepts of Data science products, their benefits, and challenges, Steps to build a data science product from planning, demand analysis, features to deployment. Identify the domain where data science product can benefit the society.

Module-II

Tools available for Data Science product development. R Shiny for data science product development. Static and dynamic data science products. Dashboards as a data science product. Build Shiny app, Standalone apps, Interactive documents, Dashboards, Gadgets, Backend, Reactivity, Frontend, User interface, Graphics & visualization, Shiny extensions, Customizing Shiny.

Module-III

No-code AI will make AI/ML accessible, Augmented Analytics to transform Business Intelligence, AI-powered Automation, Artificial Intelligence (AI) for Cybersecurity and Data Breach, Smart Cities, Smart healthcare, Smart retail, etc.

Module-IV

AI-powered chatbots, Conversational AI, or AI-powered chatbots, improves the reach, accessibility, and personalization of the consumer experience. Conversational AI solutions, according to Forrester, result in improved customer service automation.

Module-V

3 Real world case studies

Examination Scheme:

Components	CA	A	CT	EE
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Weightage (%)	30	5	15	50
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Text and References:

- Emmanuel Ameisen. Building Machine Learning Powered Applications: Going from Idea to Product 1st Edition. O'Rielley Publishing.
- Hadley Wickham, and Garrett Grolemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley
- Brett Lantz. Machine Learning with R: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.

DATA SCIENCE WITH R

Course Code: MBA452

L:2,T:0,P:1/FW:0 C:03

Course Objective: The course will help the students to understand the data science and various related techniques which they can use to develop their data science applications for solving real world problems.

Course Contents

Module-I

Analyze data, mean, mode, data types, basic data analysis functions such as str, nrow, ncol, mean, mode, class, etc., Parametric and non-parametric data, Advantages of Parametric Tests, ANOVA, T-Test, F-test, Z-test, Wilcox-Test, Importance of them, Import and export of various types of data files in R. How to read web data, social media data. Basic data plotting.

Module-II

Missing values and their effects on data, Outliers and their effects on data, Importance of identifying missing values and outliers. Classical methods to identify missing values and outliers. Conditions to replace missing values and outliers, Conditions to delete missing values and outliers.

Module-III

Linear regression, multiple linear regression, non-linear regression, When to do linear and non-linear regression, Performance evaluation of regression results. Logistic regression, Analyze the prediction results using various statistics of confusion matrix such as accuracy, sensitivity, specificity, etc. Visualize confusion regression results.



Module-IV

Supervised learning: Classification and regression using Support Vector Machine, Random Forest, Neural Networks, Naive Bayes, and Decision Tress supervised machine learning algorithms. Performance evaluation and parameter tuning to improve results.

Module-V

Unsupervised Learning: K-Means Clustering, Density-Based Spatial Clustering of Applications with Noise (DBSCAN), Expectation–Maximization (EM) Clustering etc. Principal component Analysis. Determination of the number of clusters. Performance evaluation metrics such as Root-mean-square standard deviation (RMSSTD) of the new cluster, R-squared (RS), Dunn's Index (DI).

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text and References:

- Hadley Wickham, and Garrett Golemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley
- Brett Lantz. Machine Learning with R: Eǻpert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.



DATA VISUALIZATION

Course Code: MBA453

L:2,T:0,P:1/FW:0 C:03

Module I: Data Types in AI

What is Data and types of data in terms of AI (Numerical, Categorical, Time series and text), How can this data be used. Different types of Data Objects

Module II: Understanding of data

Understanding visual metrics, mean, median, mode, measures of dispersion

Module III: Working with Data

Hands on experience (Azure ML, Google Cloud, AIML services through AWS anyone can be used). Loading of Data, visualization of data (Box Plot, Scatter plot and pivot Table), Data manipulation. Decision Trees, Bagging, Random Forests, Boosting

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

BLOCKCHAIN TECHNOLOGIES AND APPLICATION

Course Code: MBA453

L:2,T:0,P:1/FW:0 C:03

Course Code:

L:2, T:1, P/FW:0 C:03

Course Objective

The course intends to introduce students with the fundamental concepts and mechanism of Block chain technology. It aims to acquaint students to potential usage and application of Block chain technology in different fields.

Course Content

Module I

Introduction

Block chain technology - Concept, overview and advantages, Block Chain Ecosystem - Key elements- Replicated Ledger, Cryptography, Consensus, and Business Logics, Networks- Permissioned & Permission less, Public & Private;



Module II

Block Chain mechanism

How does block chain work?. Block Chain protocols- Proof of Work (PoW), Proof of Stake (POS and DPOS), Hybrid PoW, Hierarchical, Partitioned and Randomized. Practical Byzantine Fault Tolerance, challenges faced by Block chain technology

Module III

Block Chain Application in Business

Block chain usage in Financial Sector; Crypto-currency-Bitcoin, Ethereum, & Trading, Usage in Marketing-Retail, New Product Development, Operations- Supply Chain Management

Module IV

Block Chain Application in Public Sector

Block technology application for Government, public services- Healthcare, Education, Public Safety, Agriculture, Voting, Civil registrations and defense.

Examination Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	15	30	50

Text & References:

- Narayanan A., Bonneau J., Felten E., Miller A. and Goldfeder S. (2016), *Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction*, Princeton University Press, https://www.lopp.net/pdf/princeton_bitcoin_book.pdf
- Wattenhofer (2016), *The Science of the Blockchain*, Inverted Forest Publishing
- Vigna & Casey (2018) *The Truth Machine: The Blockchain and the Future of Everything* ISBN: 9781250114570.
- Lewis A (2019), *The Basics of Bitcoins and Blockchains: An introduction to cryptocurrencies and the technology that powers them*, Mango Media





AMITY UNIVERSITY

— R A J A S T H A N —

BOARD OF STUDIES (BOS)

Amity Business School (ABS)
Bachelor of Business Administration

Minutes of the Meeting of 29th Board of Studies

On

DEC. 11, 2020

Members Present:

Mr. Nilesh Maurya (Director, Investment Banking, Omega Capital, Mumbai) Through
Prof. Durgesh Batra (Deputy Director, ABS)
Prof. Deepali Bhatnagar (Program Coordinator BBA)

Apologies:


Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)
Dr Sandeep Joshi (Head Recruitment Shree Cement)

Sr. 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 to be discussed.
3	Mr. Nilesh proposed to adoption of Anandam as a course for 2020 BBA Batch and appreciated the effort of Govt. of Rajasthan for adding it as a course.
4	Dr Durgesh Batra emphasized on excluding the Anandam course from being considered while calculating the SGPA/CGPA as it's a trusteeship-based course, but he also proposed to keep it as a mandatory course to undergo, in order to obtain the final BBA Degree

Deepali

5	The suggestion of Dr Batra was seconded by Mr. Nilesh Maurya
6	Mr. Nilesh Maurya agreed to the introduction of two papers for BBA in sem 5 ^h and 6 th as Basics and Strategies of Digital Marketing (For BBA5th Sem Domain Elective 3 Credit) Social Media Marketing (For BBA6th Sem Domain Elective 3 Credit)
7	Mr. Nilesh Maurya proposed to include some element of digital marketing in any of the previous semesters so that before opting the paper in 5 th sem. The student may have an understanding of digital marketing at the earlier stage too.
8	Mr. Nilesh Maurya suggested to exclude 'MySpace' from the syllabus of Social Media Marketing and instead introduce 'You Tube' as a content in the syllabus.

The meeting was concluded with a vote of thanks.

Dr Batra


Course Name	Course Code	LTP	Credit	Semester
BASICS AND STRATEGIES OF DIGITAL MARKETING	BBA 513	2:1:0	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	translate some of the key marketing and business models that will help to shape your digital marketing strategy
CLO 2	describe online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing
CLO 3	discuss the opportunities and risks of integrated digital marketing outline an approach to developing a digital marketing plan
CLO 4	explain the key digital marketing activities needed for competitive success

B. SYLLABUS

Module I: Introduction

Introduction to Digital Marketing; Objectives of Digital Marketing; Marketing in Digital Economy; Influential Digital Subcultures

Module II: Search Marketing & Search Advertising

Search Engine Optimization; Organic & Paid Search Results; Overview of Google AdWords; Keyword Research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page & Off-page optimization; Search Advertising: Basic Concepts; Elements of Search Ad; Managing Pay Per Click Process

Module III: Social Media Marketing & Digital Display Advertising (DDA)

Different Social Media Channels; Social Media Marketing (SMM) Process; Managing and Analyzing SMM Process; Key Stakeholders in Digital Display; Managing DDA Process

Module IV: Email & Mobile Marketing

Email Strategy & Planning; Advantages & Challenges of Email Marketing; Managing Email Marketing Process; Understanding Mobile Marketing; Mobile Messaging Channels; Mobile Commerce; Managing Mobile Marketing Process

Module V: Affiliate & Video Marketing

Affiliate Marketing: Basic Concepts, Building Blocks of Affiliate Marketing; Video Marketing: Basic Concepts, Video Production & Promotion; Content Marketing: Basic Concepts, Strategic Building Blocks of content Marketing

Module VI: Digital Marketing Strategy

Basic Elements of Digital Campaigns Management, Implementing Intent Based Campaigns, Implementing Brand Based Campaigns, Managing Digital Implementation Challenges

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Suggested Readings:

- Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley
- Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley
- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc (2018)
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher (Nov.2016)
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Kartajaya, H., & Setiawan, I.,(2017), 1st Edition Publisher Wiley(Dec. 2016)
- **Digital Marketing** by Seema Gupta, McGraw Hill Education (Nov, 2017)
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson (June 2019)
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher (2016)
- Ian Dodson (2016), The Art of Digital Marketing, 1st Edition, Wiley
- Stokes, B., (2013), E-marketing: The essential guide to marketing in a digital world, 5Edition, Quirt E-marketing Pvt Ltd.
- Chaffey, D., & Smith, PR., (2008), E-marketing Excellence, 3rd Edition, Elsevier



Course Name	Course Code	LTP	Credit	Semester
SOCIAL MEDIA MARKETING	BBA 616	3:0:0	3	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand fundamental concepts and principles of Social Media Marketing. .
CLO 2	Develop Social Media Marketing mix
CLO 3	Decide appropriate Social Media Marketing Channels/Platforms
CLO 4	Develop and Execute Social Media Marketing Campaigns.
CLO 5	Evaluate Effectiveness of Social Media Marketing by applying relevant Social Media Analytics tools.

B. SYLLABUS

Module 1: Introduction to Social Media Marketing

The Role of Social Media Marketing, Understanding Social Landscape, Emerging, Landscape & Trends, Social Media Platforms and Social Network Sites, Microblogging

Module 2: Social Media Strategy

Social Media Marketing: Strategy & Framework Identifying Target Audiences, Rules of Engagement for SMM, Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars

Module 3: Social Media Monitoring

Tools for Managing the Social Media Marketing Effort, Leveraging SEO for Social Media, Measuring Blogging, Podcasting and Vlogging Metrics

Module 4: Managing Other Social Media

Video Marketing, Marketing with Photos Sharing Sites, Discussion, News, Social Bookmarking, and Q&A Sites, Content Marketing: Publishing Articles, White Papers, and E Books

Suggested Readings:

- Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley
- Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley
- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc (2018)
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher (Nov.2016)
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley(Dec. 2016)
- **Digital Marketing** by Seema Gupta, McGraw Hill Education (Nov, 2017)
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson (June 2019)
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher (2016)

Signature





AMITY UNIVERSITY

RAJASTHAN

Elig

Bachelor of Business Administration

Programme Code: 12064

Duration – 3 Years Full Time

Programme Structure
Curriculum & Evaluation &
Choice Based Credit System (CBCS)

2020 -2023



*Certified that the program structure and syllabus provided in this document are approved
by Academic Council of Amity University Rajasthan, Jaipur for B.B.A Batch 2021-24*



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration Semester I

Code	Course	Category	L	T	P/F W	Credit Units
BBA101	Management Foundations	CC	2	1	-	3
BBA102	Business Environment	CC	2	1	-	3
BBA103	Micro Economics for Business	CC	2	1	-	3
BBA104	Computers in Management	CC	2	-	2	3
BBA105	Financial Accounting	CC	2	1	-	3
BBA108	Readings in management	CC	2	-	4	3
AND001	Anandam-I	NTCC	0	0	0	2
BCS101	English	VA	1	-	-	1
BSS103	Behavioral Science – I (understanding Self for Effectiveness)	VA	1	-	-	1
FLN101 FLG101 FLS101 FLC101	Foreign Language – I French German Spanish Chinese	VA	2	0	0	2
Total Credits						24





AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

Semester II						
Code	Course	Category	L	T	P/F W	Credit Units
BBA201	Macro Economics for Business	CC	2	1	-	3
BBA203	Organizational Behaviour	CC	2	1	-	3
BBA204	Analysis & Design of Business Systems	CC	2	-	2	3
BBA205	Business Statistics	CC	2	1	-	3
BBA265	Data Analytics	CC	1	-	4	3
BBA280	Management Accounting	CC	2	1	-	3
AND002	Anandam-II	NTCC	0	0	0	2
BCS201	English	VA	1	0	0	1
BSS203	Behavioral Science – II	VA	1	0	0	1
FLN201 FLG201 FLS201 FLC201	Foreign Language – II French German Spanish Chinese	VA	2	0	0	2
	Open Elective/ Minor Track -I	OE	3	0	0	3
Total Credits						27

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AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

Semester III						
Code	Course	Category	L	T	P/F W	Credit Units
BBA301	Operations Research	CC	2	1	-	3
BBA302	Financial Management – I	CC	2	1	-	3
BBA304	Marketing Management – I	CC	2	1	-	3
BBA371	Public Relations & Corporate Image	CC	2	1	-	3
BBA381	Reading and Analysis of Cases	CC	-	2	4	3
EVS001	Environment Studies	CC	4	-	-	4
AND003	Anandam-III	NTCC	0	0	0	2
BCS301	Business Communication – I	VA	1	0	0	1
BSS303	Behavioral Science – III	VA	1	0	0	1
FLN301 FLG301 FLS301 FLC301	Foreign Language – III French German Spanish Chinese	VA	2	0	0	2
	Open Elective/ Minor Track-II	OE	3	0	0	3
Electives: Student has to select 1 courses from the list of Domain Electives						
BBA303	Management Information Systems	DE	2	-	2	3
BBA306	Business Laws	DE	2	1	-	3
Total Credits						31





AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

Semester IV						
Code	Course	Category	L	T	P/F W	Credit Units
BBA401	Financial Management – II	CC	2	1	-	3
BBA402	Marketing Management – II	CC	2	1	-	3
BBA403	Research Methodology & Report Preparation	CC	2	1	-	3
BBA406	Human Resource Management	CC	2	1	-	3
BBA 493	Business Modelling in Excel	CC	0	1	4	3
AND004	Anandam-IV	NTCC	0	0	0	2
BCS401	Business Communication – II	VA	1	0	0	1
BSS403	Behavioral Science – IV	VA	1	0	0	1
FLN401 FLG401 FLS401 FLC401	Foreign Language – IV French German Spanish Chinese	VA	2	0	0	2
	Open Elective/ Minor Track -III	OE	3	0	0	3
Electives: Student has to select 1 courses from the list of Domain Electives						
BBA405	E-Commerce	DE	2	-	2	3
BBA491	Industry & Company Analysis	DE	1	-	4	3
Total Credits						27





AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS) Bachelor of Business Administration

Semester V						
Code	Course	Category	L	T	P/F W	Credit Units
BBA501	Operations Management	CC	3	0	0	3
BBA592	Analytical Skill Building	CC	0	2	2	3
BBA596	Entrepreneurship Development	CC	3	0	0	3
BBA550	Summer Training (Evaluation)	NTCC	0	0	12	6
AND005	Anandam-V	NTCC	0	0	0	2
BCS501	Business Communication – III	VA	1	0	0	1
BSS503	Behavioral Science – V	VA	1	0	0	1
FLN501 FLG501 FLS501 FLC501	Foreign Language – V French German Spanish Chinese	VA	2	0	0	2
	Open Elective/ Minor Track -IV	OE	3	0	0	3
Electives: Student has to select 2 courses from the list of Domain Electives						
BBA502	Personal Financial Planning	DE	3	0	0	3
BBA503	Sales & Distribution Management	DE	3	0	0	3
BBA504	Consumer Behaviour	DE	3	0	0	3
BBA505	Service Marketing	DE	3	0	0	3
BBA506	International Marketing	DE	3	0	0	3
BBA507	Financial Services	DE	3	0	0	3
BBA508	Principles of Investment Management	DE	3	0	0	3
BBA509	Banking & Financial Institutions	DE	3	0	0	3
BBA510	Organizational Development & Change	DE	3	0	0	3
BBA511	Training & Development	DE	3	0	0	3
BBA512	International Human Resource Management	DE	3	0	0	3
BBA 513	Basics and Strategies of Digital Marketing	DE	3	0	0	3
BBA594	Management of Domestic and Foreign Exchange Market-I	DE	2	1	0	3
BBA595	BUSINESS DATA PROCESSING - I	DE	2	0	2	3
Total Credits						30



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

Semester VI						
Code	Course	Category	L	T	P/FW	Credit Units
BBA601	Business Policy & Strategic Management	CC	3	0	0	3
BBA604	International Business Management	CC	3	0	0	3
BBA655	Dissertation	NTCC	0	0	12	9
Electives: Student has to select 2 courses from the list of Domain Electives						
BBA605	Brand Management	DE	3	0	0	3
BBA606	Advertising & Sales Promotion	DE	3	0	0	3
BBA607	Retail Management	DE	3	0	0	3
BBA608	Corporate Tax Planning	DE	3	0	0	3
BBA609	Financial Derivatives	DE	3	0	0	3
BBA610	Advanced Corporate Finance	DE	3	0	0	3
BBA611	Real Estate and Infrastructure Investment	DE	3	0	0	3
BBA612	Industrial Relations & Labour Law	DE	3	0	0	3
BBA613	Performance Management System	DE	3	0	0	3
BBA614	Compensation & Reward Management	DE	3	0	0	3
BBA615	Management of Domestic and Foreign Exchange Market-II	DE	2	1	0	3
BBA616	Social Media Marketing	DE	2	1	0	3
Total Credits						21





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 29th Board of Studies

file 2

On

DEC. 11, 2020

This year the physical meeting could not taken place due to this chronic pandemic situation of Covid-19. Therefore, the meeting has been fixed online on MS Teams and following members had attend the meeting:

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



As per letter received by Rashtriya Uchhatar Shiksha Abhiyan, State Project Directorate, Govt of Rajasthan dated 19/02/2020, new course '*Anandam-An exercise in trusteeship*' need to be introduced in B.COM. (H) from 2020 Batches onwards.

1. The committee has given its approval to introduce this course '*Anandam-An exercise in trusteeship*' in B.COM. (H) from 2020 Batches onwards.
2. The committee has also given its approval to add 2credit/ 6 semester= **Total 12 credits** for the course '*Anandam-An exercise in trusteeship*' in B.COM. (H) from 2020 Batches onwards.
3. Further, Committee decided that decision about the credit consideration in the SGPA/CGPA, should be common as per the University decision for all institutions, therefore it is left on Academic Council.

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

RAJASTHAN

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

— R A J A S T H A N —

BOARD OF STUDIES (BOS)

Amity Business School (ABS)
Master of Business Administration

Minutes of the Meeting of 29th Board of Studies

On

DEC. 11, 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

Sr. 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	Prof. Dr. Amit Jain proposed the Revision in MBA syllabus for Batch 2020-2021 and onwards Point 1. And 2. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated by all BOS members

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3	New specialization stream "Data Science and AI for Managers" has also been introduced and approved in BOS. Point 1. of Agenda for the BOS Meeting	Dr. Ritu Vashistha	It was well appreciated and accepted by all BOS members
4	New course named Anandam has also been introduced and approved in BOS. Point 2. of Agenda for the BOS Meeting	All faculty Members	It was well appreciated and accepted by all BOS members

The meeting concluded with a vote of thanks.

Deepak


Tentative papers and syllabus outline

Data Science and AI for Managers

III Semester Electives

- 1) **AI Technologies for Managers**
 - i) Data Sources
 - ii) Knowledge Acquisition and representation
 - iii) Decision Making processes
 - iv) Value creation
- 2) **Big Data Analytics for Managers**
 - i) Data Lifecycle
 - ii) Data Analytics for Bigdata
 - iii) Big Data Modeling and Management Systems
- 3) **Data Visualization**
 - i) What is Data and types of data in terms of AI
 - ii) Understanding data
 - iii) Working with data

IV Semester Electives – These electives are covering more

- 1) **Machine Learning algorithms**
 - i) Supervised learning – Focus should be to use data packages like STATA/SPSS for analysis rather than theoretical inputs. Include panel data analysis as one topic
 - Linear Regression
 - Multiple Variable Linear Regression
 - Logistic Regression
 - Naive Bayes Classifiers
 - k-NN Classification
 - Support Vector Machines
 - ii) Unsupervised learning
 - K-means Clustering
 - Hierarchical Clustering
 - Dimension Reduction-PCA
- 2) **Ensemble Techniques**
 - i) Decision Trees
 - ii) Bagging
 - iii) Random Forests
 - iv) Boosting
- 3) **Neural Networks**
 - i) Introduction to Neural Networks
 - ii) Activation Functions
 - iii) Feed forward Neural Network
 - iv) Topology of Neural Network
 - v) Optimization
- 4) **Deep Learning**
 - i) Introduction to Natural Language processing
 - ii) Different tasks in NLP
 - iii) Text extraction/ web scrapping
 - iv) Sentiment analysis with case study

deep





AMITY UNIVERSITY
— R A J A S T H A N —

PG Programs

Duration – 2 Years Full Time

**Programme Structure
and
Curriculum & Evaluation**

2020- 2022



MBA 2020-22

Sem	CC	DE	VA	OE	NTCC	Anandam	Total
I	18		4			2	24
II	21		4	3		2	30
III	6	18	4	3	9	2	42
IV	3	12			9		24
Total	48	30	12	6	18	6	120

deepa


PROGRAMME STRUCTURE

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2020-22)

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per	Total Credits
MBA101	Organization Behavior	CC	3	0	0	3
MBA102	Accounting for Management	CC	2	1	0	3
MBA103	Managerial Economics	CC	3	0	0	3
MBA104	Marketing Management	CC	3	0	0	3
MBA105	Information Technology for Managers	CC	2	0	2	3
MBA106	Quantitative Techniques in Management	CC	2	1	0	3
AND001	Anandam	NTCC	2	-	-	2
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	24



AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2020-22)

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
AND002	Anandam	NTCC	2	0	0	2
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					30



AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2020-22)

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	NTCC	0	0	14	9
MBA353	Entrepreneurship & New Venture	CC	2	1	0	3
AND003	Anandam	NTCC	2	0	0	2
	Open Elective-II	OE	3	0	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

Signature

Amity University Rajasthan

AANANDAM (RUSA – Govt. of Rajasthan)

Ref: 27.11, Academic Council of AUR

INTRODUCTION

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal and social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking**, and **innovative powers**. **Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.



BENEFITS TO THE STUDENTS

Students should dedicate time as a volunteer as it helps them to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- obtain employment
- be useful to society as it will protect them against stress, frustration, and depression

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register
- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class
- Students in **Semester scheme** must take up one Group Community Service Project per semester
- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Aanandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

ROLE OF FACULTY MENTOR

- The mentor will **maintain a register** wherein the entry of act of goodness will be tick mark and be submitted every day to the Director/HoIs



- Review every student's dedicated register to see if they have recorded an act of goodness for that day and mark in register. The **act will not be evaluated** - just if it was recorded or not. **(Be suggestive not judgemental)**
- In half an hour class some students and faculty will deliberate on the pleasure of giving and acts of goodness. This should be done by rotation so that all students get a chance to speak and express themselves
- The mentor will divide the class for the Group Community Service Project and record it in a register. **8-12 students can form a group** for project work.
- The students will opt the project of their choice.
- The mentors can mobilize the required resources and support for the projects. They can coordinate and collaborate with Government bodies or NGOs.
- The mentor will guide the students to write the Group Community Service Project Report.
- Mentors will review the project on monthly basis and submit the report to the nodal officer of the college to compile and share with higher authorities on Google spread sheet

ROLE OF DIRECTOR/HOIS

- Allot one period of half an hour for Aanandam course
- Assign all faculty members as mentors for this period of half an hour for students
- Each faculty will have one class to mentor
- Appoint one faculty as department Aanandam Coordinator to monitor the program in their department and submit the monthly report to the University Nodal Officer which he/she will submit further to DCE – Govt. of Rajasthan.
- To coordinate the **Aanandam Day** activities
- To organize **Aanandam Day** in the last week of the month. A film or motivational lecture by some philanthropist (Bhamashah, Collector, Janpratinidhi) should be organized for the benefit of students (to motivate and inspire them for community service)
- Photographs of the **Aanandam Day** should be displayed in department and these should be uploaded in the gallery of University web page on HTE portal
- A **Project Assessment Committee (PAC)** to be constituted to assess the project report.

PROJECT ASSESSMENT COMMITTEE

Formation of Project Assessment Committee

- **Director/ HoIs**
- **One person from community**
- **Departmental Aanandam Coordinator**
- **Project Mentors (1 to 7 or more members)**

The number of mentors can vary depending on the number of projects and students in each department.

- University level PAC to be formed for university colleges and departments
- State level PAC to be formed at Commissionerate level for Universities

PROJECTS: SUGGESTIVE LIST



The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any
- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page



- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to <=54hrs

O grade >54hrs to <=64hrs

AWARD AND RECOGNITION DEPARTMENT, UNIVERSITY AND STATE LEVEL

- Based on the impact on society and Aanandam project outcome one Group Community Service Project will be selected by the Project Assessment Committee at department level for award of best project of the Department.
- The best project report of the University will be submitted to the Director, College Education/ Department of Higher and Technical Education for contesting the state level award



- State Level Project Assessment Committee will evaluate projects received from all the universities (one each).
- A certificate/letter of appreciation to the winning teams (Nodal officer of the university, students, and mentor of the project) will be given

NOTE: Introduce **Aanandam** in the University Induction and Orientation Programme.

