

AMITY BUSINESS SCHOOL

MINUTES OF BOARD OF STUDIES-2021-22



AMITY UNIVERSITY

RAJASTHAN

BOARD OF STUDIES (BOS)

Amity Business School (ABS)

Masters of Business Administration

Minutes of Meeting of Board of Studies held online on 29/05/2022

Members :

- Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)
Prof. Rajendra Prasad Sharma– Prof. IIFT, Calcutta (External Member)
Mr. Vivek Gupta- CEO, Technology Minds, IIM Ahemdabad Alumni (External Member)
Dr Ritu Vashistha, Program coordinator-MBA (Internal Member)

S. No.	Meeting Comments	Agenda Points referred	Remarks/ Justification
1.	Dr. Ritu Vashistha opened the session by welcoming all BOS members.		
	Dr. Ritu Vashistha detailed the members about the agenda to be discussed. The agenda points were well taken and agreed upon by all panel members		
	Prof. Dr. Ritu Vashistha proposed the Revision in MBA syllabus for Batch 2021-2023 and onwards		
2.	Prof Amit Jain briefed Point 1. of Agenda for the BOS Meeting	Evaluation pattern for Business Modeling in Excel to be changed from continuous evaluation to Practical exam as End term for 50	It was well appreciated and accepted by all BOS members. It was also suggested that projects can also be given to students for viva purpose. (Refer pt. 9 of MOM of IAC 2022)



		marks from MBA Batch 2022-2024 and onwards.	
3.	Prof Amit Jain briefed Point 2. of Agenda for the BOS Meeting	New specialization stream "Data Science and AI" has also been introduced and approved in BOS for MBA Batch 2021-2023 and onwards.	It was well appreciated and accepted by all BOS members. Few changes in naming convention and reducing a bit of programming was suggested and incorporated too, and revised syllabus also got approved via mail after meeting. (Refer pt. 9 ,10 of MOM of IAC 2022)
4.	Prof Amit Jain suggested for changing naming convention in "Data science and AI" and to mail the panel members	Any other matter with permission of chair.	

The meeting was concluded by Dr. Ritu Vashistha by extending vote of thanks to experts.

Enclosed: 1. Proposed new Syllabus



PROGRAMMING WITH PYTHON

Course Code	L	T	P/FW	CREDITS
MBA385	2	1	-	3

Course Objective:

This course introduces core programming basics—including data types, control structures, algorithm development, and program design with functions—via the Python programming language. The course discusses the fundamental principles of Object-Oriented Programming, as well as in-depth data and information processing techniques. Students will solve problems, explore real-world software development challenges, and create practical and contemporary applications.

Course Contents:

Module-I

Introduction to Python- features and basic syntax, interactive shell, editing, saving, and running a script. The concept of data types; variables, assignments; immutable variables; numerical types; arithmetic operators and expressions; understanding error messages; Conditions, boolean logic, logical operators; ranges; Control statements: if-else, loops (for, while); short-circuit (lazy) evaluation

Module-II

Strings and text files; manipulating files and directories; text files: reading/writing text and numbers from/to a file; creating and reading a formatted file.

String manipulations: subscript operator, indexing, slicing a string; strings and number system: converting strings to numbers and vice versa. Binary, octal, hexadecimal numbers

Module-III

Lists, tuples, and dictionaries; basic list operators, replacing, inserting, removing an element; searching and sorting lists; dictionary literals, adding and removing keys, accessing and replacing values; traversing dictionaries. Design with functions: hiding redundancy, complexity; arguments and return values; formal vs actual arguments, named arguments. Recursive functions.

Module-IV

Simple graphics and image processing: "turtle" module; simple 2d drawing - colors, shapes; digital images, image file formats, image processing; Simple image manipulations with 'image' module - convert to bw, greyscale, blur, etc.

Module-V

Classes and OOP: classes, objects, attributes and methods; defining classes; design with classes, data modeling; persistent storage of objects; inheritance, polymorphism, operator overloading; abstract classes; exception handling, try block

Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

Text & References:



Textbook:

- Learn Python Programming: An in-depth introduction to the fundamentals of Python, 3rd Edition Paperback – Import, 29 October 2021
- Python: The Complete Reference – 20 March 2018
- Mastering Python by Rick van Hattem - 6 January 2016, Pub: Packt Publishing Limited
- Introducing Python: Modern Computing in Simple Packages, by Bill Lubanovic Second Edition , 1 December 2019, Pub: O'REALLY
- Python for Programmers| First Edition| By Pearson Paperback – 24 June 2020 by Paul J. Deitel (Author), Harvey Deitel

DATA SCIENCE

Course Code	L	T	P/FW	CREDITS
MBA386	2	1	-	3

Course Objective: The course will help the students to understand the basics of 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

Data science definition. Data science benefit our society, Data science relation to other domains, Data science application areas, Data science challenges, Various Data science tools and programming platforms for developing data science applications, Role of data scientist, Data science growing market.

Module-II

Various types of databases and datasets such as structured, unstructured, graph, etc., Data related challenges today. Multimedia data, social media data, biological data, sensor data, etc. Different dataset with different challenges.

Module-III

Introduction to R and its history. Advantages of R, Install R Programming Language & R Studio, Various data science packages (machine learning, string manipulation, data



visualization) in R and their application area. Various domain-specific datasets available in R, Various data repositories, public and private data repositories.

Module-IV

Companies Using the R Programming language, Commercial market of R programming, In-memory computation in R and its benefits, Parallel and distributed programming computation using R, Package inclusion and industry programming practices. CRAN and various benefits of it, Future prospects of R programming.

Module-V

Machine learning, Supervised and unsupervised machine learning, semi-supervised machine learning, reinforcement learning. Various sub branches of supervised (classification, regression) and unsupervised machine learning (clustering and dimensionality reduction), Training and testing data, Differences between machine learning and statistics

Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	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: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.(2019)
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.
- Data Science From Scratch: First Principles with Python, Second Edition Paperback – 5 May 2019 by Joel Grus
- Data Science and Analytics Paperback – 1 January 2018 by V. K. Jain

ARTIFICIAL INTELLIGENCE

Course Code	L	T	P/FW	Credits
MBA387	2	1	-	3

Course Objective:

The primary objective of this course is to provide an introduction to the basic principles, techniques, and applications of Artificial Intelligence. The emphasis of the course is on teaching the fundamentals and not on providing a mastery of specific commercially available software tools or programming environments. Upon successful completion of the course, you will have an understanding of the basic areas of artificial intelligence search, knowledge representation, learning and their applications in design and implementation of intelligent agents for a variety of tasks in analysis, design, and problem-solving. You will also be able to design and implement key components of intelligent agents of moderate complexity in Python, or R, or Java and/or Lisp or Prolog and evaluate their performance. Graduate students are expected to develop some familiarity with current research problems and research methods in AI by working on a research or design project.

Course Contents:



Module I: Introduction

AI and its importance, AI Problem, Application area.

Module II: Problem Representations

State space representation, problem-reduction representation, production system, production system characteristics, and types of production system.

Module III: Heuristic Search Techniques

AI and search process, brute force search, depth-first search, breadth-first search, time and space complexities, heuristics search, hill climbing, best first search, A*, AO* algorithm, constraint satisfaction, and beam search.

Module IV: Knowledge Representation issues using predicate logic

Representation and mapping, knowledge representation mechanism, inheritable knowledge, Propositional logic: syntax and semantics, First Order Predicate Logic (FOPL).

Module V: Expert System

Basic understanding of Fuzzy Logic, Artificial Neural Network, Perceptron, Natural Language Processing, Pattern Recognition, Robotics, LISP and Prolog. The role of Artificial intelligence in Biotechnology. Introduction to Bio-inspired computing.

Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

Text & References:**Text:**

- Artificial Intelligence – II Edition, Elaine Rich, Kevin Knight TMH.
- Artificial Intelligence Basics: A Non-Technical Introduction by Tom Taull, January 2019
- Artificial Intelligence (English, Hardcover, Aggarwal Charu C.) Publisher: Springer Nature Switzerland AG
- Artificial Intelligence: An Essential Beginner's Guide to AI, Machine Learning, Robotics, The Internet of Things, Neural Networks, Deep Learning, Reinforcement Learning, and Our Future Paperback – Import, 20 July 2019 by Neil Wilkins

References:

- Foundations of Artificial Intelligence and Expert Systems, V S Janakiraman, K Sarukesi, P Gopalakrishnan, Macmillan India Ltd.
- Introduction to AI and Expert System, Dan W. Patterson, PHI.

Big Data Analytics

Course Code	L	T	P/FW	Credits
MBA388	2	1	-	3

Course Objective:

The course will equip students with tools to combat real-world problems using data analytics and thus, refine day-to-day business decision making. Students will learn applications of data analytics in marketing, product, retail & sales, customer research & insights, and digital marketing.

Unit 1: Introduction to big data.

Meaning of big data. History of data management— evolution of big data, structuring of big data, elements of big data, Data Overview, Industry Applications, Future Data Trends

Unit 2: Data Lifecycle:

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

Unit 3: Technologies for handling big data& HDFS.

Distributed and parallel computing for big data, introducing Hadoop, cloud computing and big data, In-Memory technology for big data, Storing and processing data with Hadoop.

Unit 4: Understanding the Hadoop ecosystem.

The Hadoop ecosystem, creating data with HDFS, processing data with Hadoop MapReduce, storing big data with HBase.

Unit 5: Big data Analytics

Data Analytics for Big Data-Data Presentations, Descriptive statistics, Introduction to various big Data tools and Techniques, Big Data Modeling and Management Systems and Techniques, Big Data Modeling and Management Systems.

Examination Scheme:

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

Books:

- Big Data Analytics: A Management Perspective, **Corea**, Francesco, 2016
- HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)
- Designing Data-Intensive Applications: The Big Ideas Behind Reliable, Scalable, and Maintainable Systems Paperback – 1 January 2017 nby Martin Kleppman
- Big Data Analytics, Introduction to Hadoop, Spark, and Machine-Learning Paperback – 16 February 2019 by Raj Kamal and Preeti Saxena
- Principles And Practice Of Big Data Preparing Sharing And Analyzing Complex Information 2018 Edition by Jules J. Berman , Elsevier

DATA VISUALIZATION

Course Code	L	T	P/FW	Credits
MBA453	2	1	-	3

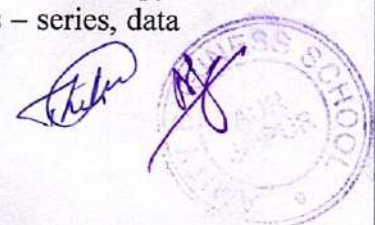
Course Objective:

This course is designed to provide students with the foundations necessary for understanding and extending the current state of the art in data visualization. By the end of the course, students will have gained: An understanding of the key techniques and theory used in visualization, including data models, graphical perception and techniques for visual encoding and interaction. Exposure to a number of common data domains and corresponding analysis tasks, including working on Python, R and Tableau.

Course Contents:

Module I: Data preparation and manipulation

Python and Jupyter notebook overview, Introduction to numpy; create arrays with numpy and Python; operations on multiple arrays and scalars; universal array functions in numpy; transpose arrays with numpy; import and export arrays. Introduction to Pandas – series, data



frames, index Series and data frames in pandas, re-index, drop entry, data alignment, rank and sort data entries, summary statistics in pandas, dealing with missing data; reading and writing files.

Merge, concatenate and combining data frames, reshaping, pivoting, handling duplicates in data frame, mapping with pandas, replace, rename indexes in pandas, using bins, find outliers in your data with pandas, group by on data frames, group by on dictionary and series, aggregation, split-apply-combine technique, cross-tabulation in pandas

Module-II: Data Visualization in Python

Installing seaborn; create histograms using seaborn, KDE plots, combining plot styles, combine histograms, and rug plots, box and violin plots, regression plots, heat maps with seaborn.

Module-III: Data Visualization in R

introduction to R; ggplot2 foundations- geometries, facets, statistics, export plot; data wrangling- data transformation, grouping, piping, pivoting, transform and visualize data; exploratory data analysis- histogram and density plot, frequency polygon, area plot, bar plot; scatter plot, rug plot, bivariate distribution, boxplot, violin plot, matrix plots;

Module-IV: Advanced Data Visualization in R

Size and shape of points- facet wrap, facet grid, rmarkdown; pie chart, donut chart, time series visualization, waterfall chart, radar chart, parallel coordinates plot, heat map, mosaic plot; plot customization- themes, annotations and labels

Module-V: Visualization Techniques in Tableau

Domain padding and densification; data preparation using excel and custom SQL; viola chart; hexbin chart; advanced table calculations- addressing and partitioning; nested table calculations; sankey diagram- base sankey calculations, secondary calculations, nested table calculations; likert scale visualization - data preparation: lookups, cleaning, and pivoting, base likert calculations; dashboard layout techniques;

Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

Books:

- Data Visualization: A Practical Introduction Paperback – 18 December 2018 by Kieran Healy
- Fundamentals of Data Visualization: A Primer on Making Informative and Compelling Figures Paperback – 31 March 2019 by Claus O. Wilk
- Data Analytics with R Paperback – 1 January 2019 by Bharti Motwani, WILEY
- Interactive Data Visualization with Python: Present your data as an effective and compelling story, 2nd Edition Paperback – Illustrated, 14 April 2020 by Abha Belorkar (Author), Sharath Chandra Guntuku
- Getting Started with Tableau 2019.2: Effective data visualization and business intelligence with the new features of Tableau 2019.2, 2nd Edition Paperback – 14 June 2019 by Tristan Guillevin

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INDIA

BUSINESS ANALYTICS

Course Code	L	T	P/FW	Credits
MBA454	2	1	-	3

Course Objective:

This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Business Intelligence requires foundation knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses.

Course Contents:

Module I: Introduction to Business Intelligence

Introduction to digital data and its types- structured, semi-structured and unstructured, Introduction to OLTP and OLAP (MOLAP, ROLAP, HOLOAP), BI Definitions and Concepts, BI Framework, Data Warehousing concepts and its role in BI, BI Infrastructure Components- BI Process, BI Technology, BI Roles & Responsibilities, Business Applications of BI, BI best practices

Module II: Basics of Data Integration (Extraction Transformation Loading)

Concepts of data integration, needs and advantages of using data integration, introduction to common data integration approaches, Meta data- types and sources, Introduction to data quality, data profiling concepts and application, Introduction to ETL using Kettle

Module III: Data Introduction to Multi-Dimensional Data Modeling

Introduction to data and dimension modeling, multidimensional data model, ER Modeling VS multi-dimensional modeling, concepts of dimension , facts, cubes, attribute, hierarchies, star and snowflake schemas, introduction to business metrics and KPIs, creating cubes using Microsoft Exce.

Module IV: Basics of Enterprise Reporting

A typical enterprise, Malcom Baldrige- quality performance framework, balanced scorecard, enterprise dashboard, balanced scorecard VS enterprise dashboard, enterprise reporting using MS Access/ MS Excel, best practices in the design of enterprise dashboards.

Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

Text & References:

- Fundamentals of Business Analytics – R. N. Prasad & Seema Acharya,
Business Intelligence (2nd Edition), Efraim Turban, Ramesh Sharda, Dursun Delen,
David King



Two handwritten signatures in blue ink, one appearing to be 'Sharma' and the other a stylized signature.

- Delivering Business Intelligence with Microsoft SQL Server 2012, Brian Larson
- Business Intelligence and Analytics: Systems for Decision Support Paperback – 27 February 2018 by Ramesh Sharda (Author), Dursun Delen (Author), Efraim Tuban
- Business Analytics, Volume II: A Data Driven Decision Making Approach for Business: 2 Paperback – Import, 8 November 2019 by Amar Sahay
- Predictive Analytics for Business Strategy - Reasoning from Data to Actionable Knowledge Paperback – 10 December 2020 by Jeffrey T. Prince (Author), Amarnath Bose
- Business Analysis: The Question And Answer Book Paperback – 28 November 2017 by Sandhya Jane

ADVANCED DATA SCIENCE

Course Code	L	T	P/FW	CREDITS
MBA 452	2	1	-	3

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



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Unsupervised Learning (An overview of models used: like K-Means Clustering, Density-Based Spatial Clustering of Applications with Noise (DBSCAN), Expectation–Maximization (EM) Clustering etc). Theoretical concepts of Principal component Analysis. Determination of the number of clusters. Overview of 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	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

Text and References:

- Practical Statistics for Data Scientists, 50+ Essential Concepts Using R and Python, by Peter Bruce (Author), Andrew Bruce (Author), Peter Gedeck Edition 2e, 29 June 2020 O'REILLY
- Cleaning Data for Effective Data Science, by David Mertz Edition 1e, 31 March, 2021 Packt Publication
- Unraveling the Mathematics of Machine Learning and Deep Learning Algorithms: Demystifying Basic to Advanced Concepts & Mathematics of Machine Learning and Deep Learning by Pradeep Tripathi Edition 1e, 22 Feb 2022 NotionPress
- Statistical Regression and Classification From Linear Models to Machine Learning By Norman Matloff Edition 1e, 31 August 2017 Chapman and Hall/CRC
- Advanced Statistical Methods in Data Science by by Ding-Geng Chen, Jiahua Chen, Xuewen Lu, Grace Y. Yi and Hao Yu Edition 1e, 2016 Springer Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.



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BOARD OF STUDIES (BOS)

Amity Business School (ABS)

Bachelor of Business Administration

Agenda of the Meeting of 31st Board of Studies to be held on **07/05/2022**

Members :

Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)

Prof. Prashant Gupta – Chairman Executive Education and Chairman Admissions, IIM Trichy (External Member)

Dr Sandeep Joshi (Head Recruitment Shree Cement) (External Member)

Prof. Deepali Bhatnagar- Deputy Director, ABS (Internal Member)

Prof. Durgesh Batra Program Coordinator, BBA (Internal Member)

Dr Abhineet Saxena (Internal Member)

Agenda of the Meeting of 31st Board of Studies to be held on 07.05.22

Amity Business School

S. No.	Agenda for BOS	Existing	Proposed	Remarks/ Justification
1.	Change in syllabus of Course titled 'Data Analytics' – BBA 265 and examination scheme	Current syllabus enclosed	Change in content of syllabus, and exam scheme enclosed as proposed syllabus	The content of the subject needs some more additions (Applicable form Batch 2022-25 onwards) (Refer pt. 11 of MOM of IAC 2022)
2.	Change in syllabus of Course titled 'Business Modelling in Excel' BBA493	Current syllabus enclosed	Change in content of syllabus, enclosed as proposed syllabus	The content of the subject was being overlapped in previous semester so certain moderations were done. (Applicable form Batch 2021-24 onwards) (Refer pt. 10 of MOM of IAC 2022)
3.	Shifting of subject titled 'Analytical Skill Building' BBA 592 as core course instead of Domain Elective			The subject need to be studied by all final year BBA Students, to facilitate the preparation of CAT and other competitive exams. (Applicable form Batch 2020-23 onwards) (Refer pt. 9 ,10 of MOM of IAC 2022)
4.	Any other matter with permission of chair.			

deepali





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BOARD OF STUDIES (BOS)

Amity Business School (ABS)

Bachelor of Business Administration

Minutes of Meeting of 31st Board of Studies to be held online on 07/05/2022

Members :

Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)

Prof. Prashant Gupta – Chairman Executive Education and Chairman Admissions, IIM Trichy (External Member)

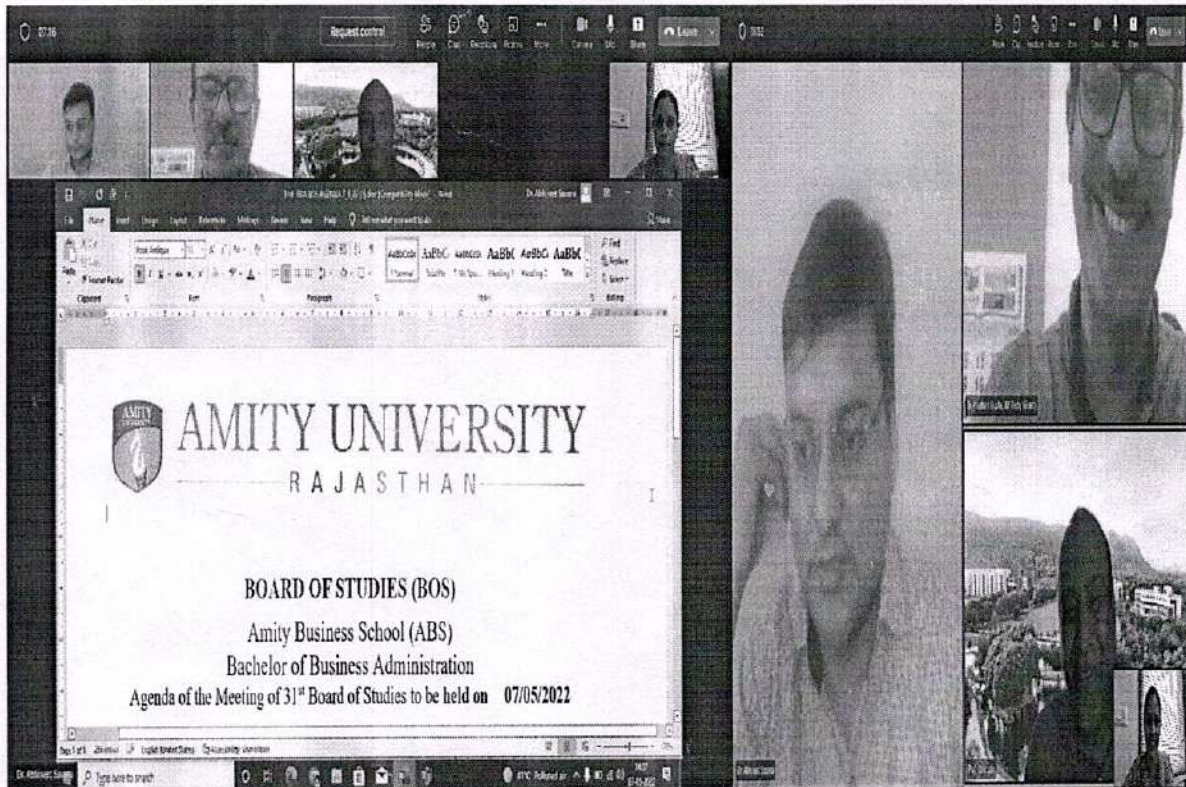
Prof. Deepali Bhatnagar- Deputy Director, ABS (Internal Member)

Dr Abhineet Saxena (Internal Member)

Apologies:

Dr Sandeep Joshi (Head Recruitment Shree Cement) (External Member)

Prof. Durgesh Batra Program Coordinator, BBA (Internal Member)



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BOARD OF STUDIES (BOS)

Amity Business School (ABS)

Bachelor of Business Administration

Minutes of Meeting of 31st Board of Studies to be **held online on 07/05/2022**

S. No.	Comments
1.	Prof. Deepali Bhatnagar opened the session by introducing the members of Board of Studies.
2.	Prof. Amit Jain welcomed the external and internal members of Board of Studies.
3.	Dr. Bhatnagar detailed the members about the agenda to be discussed.
4.	The agenda points were well taken and agreed upon by all panel
5.	Prof. Prashant Gupta stressed upon the need to introducing subjects like Data Analytics in BBA
6.	Prof. Jain complimented the introduction of software like Google Data Studio, Tableau, Microsoft Power BI at BBA level, to make students industry ready.
7.	Prof. Jain suggested the review of all Research and finance papers by Dr Abhineet.
8.	Prof. Deepali Bhatnagar ended the meeting by extending vote of thanks to experts.

Deepali



Course Name	Course Code	LTP	Credit	Semester
ANALYTICAL SKILL BUILDING	BBA 592	3:0:0	3	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognising the importance of critical thinking in analysis
CLO 2	Understanding the concept of analysis
CLO 3	Identifying the different aspects of analysis
CLO 4	Using the analytical process to arrive at a decision

B. SYLLABUS

Module I: Quantitative Reasoning

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

Module II: Quantitative Reasoning

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

Module III: Data Interpretation

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

Module IV: Data Sufficiency & Logical reasoning

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

Module V: Verbal Ability & Reasoning

Vocabulary based questions, English Usage, Grammar Types of statements and their relationship / Reversibility of idea, Re-arranging sentences of a paragraph, Paraphrasing, Fact, Inference, Judgment & deductions.

Module VI: Reading comprehension

Four types of Passages: The social science passage, The Science passage, the business passage & the entertainment passage

Examination Scheme:

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

Text & References:

This course is aimed at enhancing students' skills in the area of English, General knowledge and Quantitative aptitude. No textbooks or reference books are required as the course is carried out in the form of classroom exercises, which are circulated by the faculty himself.



DATA ANALYTICS

Course Code: BBA265

L:1, T:0, P/FW:4 C:03

Course Objective:

This course has been designed with an objective to familiarize students with MS Excel and SPSS for carrying out data analysis for research and business decision making.

Course Contents:

Module I: Basics of MS Excel

Understanding Basics of Spreadsheet; Sorting Data; Filtering Data; Conditional Formatting; Inserting and Copying Formulas; Freeze Panes; Range Names, Paste Special Command, Text Functions, Count Functions, Text Functions, Essential shortcuts, Absolute & Relative referencing, Data Analytics using Excel: SUBTOTAL, SUMIFS, COUNTIFS, VLOOKUP, HLOOKUP, IF, Nested IFs, AND, OR, Sum-product etc. Data Cleaning and MIS reporting: LEFT, RIGHT, MID, UPPER, PROPER, LOWER, TRIM, Find & Replace, Go To Etc. MIS reporting: Automatic row-wise Subtotal, Conditional Formatting, File Password Select Dashboard Techniques, Grouping, Hide-Unhide Columns & Rows etc, Data Validation.

Module II: Data Presentations: Graphs & Charts

Bar Chart, Line Chart, Column Chart, Pie Chart, Area Chart, Stock Chart, Surface Chart, Doughnut Chart, Scatter Diagram, Bubble Diagram, Radar diagram, Pareto Diagram, Steam and Leaf display, Frequency distribution chart, Histogram, Scatter plot and Time Series plots for the given dataset, Box and Whisker plot.

Module III: Data Analysis using MS Excel

Basic Pivot Tables, Pivot Charts, Pivot Table for analysis for multivariate situation, Computations in pivot, Sum, Max, Min, Average, Count.

What if Analysis: Goal Seek, Data Table, Scenario Manager; NPV, IRR, CUMIPMT, RRI, PDURATION, FV, IPMT, PMT, PV, NPER, RATE, IRR, DB, DDB, XIRR etc Loan amortization schedule in excel Descriptive statistics using mega stat and analysis tool pack, Rank and percentile, Moving Average

Module IV: Data Analysis Using SPSS

Basics of SPSS, Building Variable View; Summarizing Data-Frequency Analysis; Descriptive Statistics, Cross Tabulation, Correlation & Regression Analysis, Spilt file function, recode function, Visual Binning, Chart Builder, compare mean and Compute variable function.

Examination Scheme

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

Text & Reference Books

- Winston, W. L., (2014). Microsoft Excel 2013: Data Analysis & Business Modeling
- Landau, S., & Everitt, B.S., (2004), A Handbook of Statistical Analysis Using SPSS, Chapman & Hall/CRC

Deepak



BUSINESS MODELING IN EXCEL

Course Code: BBA 493

Credit Units: 03

Course Objective:

This course is aimed to study the computer programs for business and financial modeling and structuring and solving financial problems using spreadsheets and structured programming techniques. The objective of the course is to develop skills in translating financial models into spreadsheets using Microsoft Excel and to utilize and integrate spreadsheet functionalities, programming, and interfaces in financial applications.

- **Data Visualization using Google Data Studio:** Getting started with Google Data Studio, Data story telling with various, charts, making interactive reports with viewer filters and date, range controls, Creating product catalogues, video libraries, and other, hyperlinked content, Data visualization art. Connecting data sets to various Google Marketing Platform, including Google Ads, Analytics, Display & Video 360, Search Ads 360, Google Cloud Storage, Social media platforms such as Facebook, Reddit, and Twitter, Sharing and collaborate Data Studio file with another editor, working together in real time as a team.
- **Data Visualization with Tableau:** Getting started with Tableau Desktop, Creating the first charts, Filtering and sorting data, Common charts, assembling a dashboard layout, Drilldown between dashboards, Transform the data Creating more advanced chart types Using multiple source tables, Interactions, Advanced visualizations, Creating a data story in Tableau.
- **Data Visualization with Microsoft Power BI:** Introduction to power BI - need, importance, power BI cloud and power BI services, Power BI desktop - installation, usage creating power BI reports, auto filters, report visualizations and properties, chart and map report properties, Table and Matrix in Power BI, Subtotal and Total in Matrix, Cards and Filters in Power BI, hierarchies and drilldown reports, Slicers in Power BI, Advanced Charts in Power BI, Appending Files and Tables in Power BI, Merging Files and Tables in Power BI, data analysis expressions (DAX), publish power BI report, working with my work space group.

Examination Scheme

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Components	CPA	CT	Q/S	A	CE	EE
Weightage (%)	15	30	-	5	50	0

Text & References:

1. Benninga, S. (2000), Financial Modeling, 2nd Ed, MIT Press
2. Microsoft excel 2010 All in One for Dummies by H. Greg, 2010, Willey Publishing, Inc





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 Meeting of 31st Board of Studies held online on 07/05/2022

Members Present:

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

Prof. (Dr.) Raman Tiwari, HOD of Sophia Girls College Ajmer (External Expert)

CA Mr. Mudit Gogia, Partner- Gogia Harit and Co. (External Expert)

Dr. Mamta Pankaj Jain, Associate Professor-ABS (Internal Subject Expert)

Dr. Abhineet Saxena, Assistant Professor-ABS (Internal Subject Expert)

Meeting of 31 st Board of Studies to be held on 07.05.22			
Amity Business School			
S. No.	Meeting Comments	Agenda Points referred	Remarks/ Justification
1	Dr. Mamta Pankaj Jain opened the session by introducing the members of Board of Studies. Prof. Amit Jain welcomed the external and internal members of Board of Studies.		
2	Dr. Mamta Pankaj Jain briefed the members about the agenda of the meeting. It was well appreciated and accepted by all BOS members -All comments have been discussed, approved, and further Prof. Jain suggested to review of all finance papers by the panel members.	For the subject Institutions & Financial Services (BCH506) following suggestions have been proposed: Small Finance Banks and Payment Banks and E-transfer of Funds viz, Debit and Credit Cards, NEFT,	As per the suggestion received, content of the subject has ^{been} completely restructured and updated (Refer pt. 9 & 11 of MOM of IAC 2022)






		<p>RTGS, IMPS, UPI etc. must be incorporated in the module-III</p> <p>Further the suggestion is to remove the CRR & SLR, Repo & Reverse Repo, Bank Rate form this syllabus as these topics are covered in the core paper Macro Economics Analysis-I (BCH 362)</p>	
3	<p>As per the suggestion received from Prof. Jain, following subjects have been updated and received the online approval from all members of BOS and further forwarded to Academic Council for Approval.</p> <p>'Financial Markets, Institutions & Financial Services' (BCH506)</p> <p>'Fundamentals of Investment' (BCH505)</p> <p>Personal Finance Management' (BCH592)</p>		<p>The content of the subject 'Fundamentals of Investment' - BCH505 has been updated as per the suggestions received from the experts. (Refer pt. 9 & 11 of MOM of IAC 2022)</p> <p>The module-IV of 'Personal Finance Management' - BCH592 has been updated as per the suggestions received from the experts. (Refer pt. 9 & 11 of MOM of IAC 2022)</p>

The meeting was concluded by Dr. Mamta Pankaj Jain by extending vote of thanks to experts.

Note: All the changes are proposed to be applicable form B. Com. (H) Batch 2022-25 onwards.

Enclosed:

1. Current Syllabus
2. Proposed Syllabus

FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Course Code: BCH 506

L:2, T:01,P/FW:0 C:03

Course Objective:

To introduce students to different financial institutions, Markets and the services which are available in India?

Course Contents

Module I: Financial Markets

Capital Market: Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Govt. Securities Market, Long Term Loan Market Money Market: Call money market, Treasury bills market, Commercial bills market, Short Term Loan Market Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

Module II: Financial Institutions / Intermediaries

Evolution of banking in India: Recent Banking Structure in India: Central bank: RBI, Commercial Banks, Cooperative Banks, Regional Rural Banks, NABARD, SEBI. Development banks, IFCI. Non-Banking Finance Companies, Insurance Companies, AMC, LIC, GIC, EXIM Bank, NHB Stock Exchange, SEBI

Module III: Financial services in India:

Concept and classification of financial services, Difference between financial service and product, Discounting Factoring and Forfeiting, Factoring vs. leasing, Hire Purchase; Credit card: The concept, types, advantages and disadvantages. Credit Rating, wealth management, Issue Management, Merchant banking, underwriting, financial or investment advisory, Venture capital, Corporate restructuring, Housing and industrial Finance.

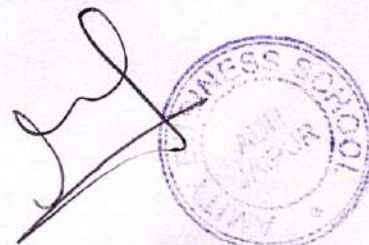
Module IV: Mutual funds Management

Meaning and features of a mutual fund, key terms and concepts associated with mutual funds, The regulatory framework for mutual funds, the various types of mutual fund products, Taxation of Mutual Fund Products, the investment options in mutual funds. The processes associated with investing in mutual funds, the uses and processes of conducting systematic transactions, benefits of investing with mutual funds.

Evaluation Scheme:

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

- Text & References:
- Bharti Pathak; Indian Financial System Pearson Education
- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.



PERSONAL FINANCE MANAGEMENT

Course Code: BCH 592

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

Course Objective:

The course presents essential knowledge and skills to make informed decisions about real world financial issues. The course content is designed to help the learner make wise spending, saving, and credit decisions and to make effective use of income to achieve personal financial success. The course covers the basic principles needed for effective personal finance management, including the practical applications of money management, budgeting, taxes, credit, insurance, housing, investments, and retirement planning.

Course Contents:

Module I: Introduction to personal financial planning

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning.

Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Their relative merits & demerits. Commercial Vs Residential Property; Financial Assets: Bank Saving Schemes, Insurance Policies, Post Office instruments, Government Saving Schemes, Bullions; Capital Assets: Investments in securities: Primary & Secondary Market. Investment in G-sec; Debt instruments, Mutual Funds.

Module III: Goal Planning

Concept of risk assessment of individual, Introduction to portfolio management, Investment for major goals: House, Family, Education, Medical. Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses.

Module IV: Tax planning

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes.

Retirement, Tax & Estate Planning: The retirement planning process, estimate retirement corpus, Determine the retirement corpus, Various retirement products and their features, Income tax principles. Tax aspects of Investment products, Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes. The Wealth Tax Act and its implication for clients, Estate Planning.

Evaluation Scheme:

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

Text & References:

- Chandra P, Investment analysis and Portfolio Management, 3rd edition, Tata McGraw Hill
- Ryan Joan S. "Managing Your Personal Finances, South-Western Cengage Learning, 6th edition 2010.
- Jeff Madura, Mike Casey, Sherry J. Roberts "Personal Financial Literacy "Pearson Education, Inc./Prentice-Hall Publishing, 2010
- CPFA NISM Module



FUNDAMENTALS OF INVESTMENT

Course Code: BCH 505

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

Course Objective:

To introduce students to different investment alternatives - its valuation analysis and investor protection

Course Contents:

Module I: The Investment Environment

The investment decision process, Types of Investments - Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of risk and return, Impact of Taxes and inflation on return.

Small savings instruments

Introduction to mutual funds and **Insurance, Retirement, Tax & Estate Planning**: Various retirement products and their features, Tax aspects of Investment products, The Wealth Tax Act and its implication for clients, Estate Planning.

Module II

Valuation of Fixed Income Securities:

Valuation of Bond, government security, Absolute (Intrinsic) Valuation, Relative Valuation, Bond Pricing Fundamentals, Clean and dirty prices and accrued interest, Bond Yields, Coupon yield, current Yield, Yield to maturity, Yield to call, Interest Rates, Short Rate, Spot Rate, Forward Rate, The term structure of interest rates.

Module III: Security Analysis

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis

Module IV: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

Module V: Financial and commodity derivatives

Concept of derivatives: forwards, future, options and swaps. Derivatives Markets in India, introduction to commodity derivatives.

Module IV: Risk & Return: The concept of Risk, The Common Types of Risk, Measurement of risk, The concept of return, the various return concepts. Risk Acceptance – Active vs Passive. The concept of compounding, the computation of Real rate of return vs. nominal return, the computation of Tax adjusted return, the concept of Risk-adjusted Returns.

Module V: Financial Planning: Concept and parameters of financial planning, the need for financial advisory services, the scope of financial advisory services, Robo advisory. The business model for the delivery of financial advice to client, assets, liabilities and net worth, the preparation of budget, the financial planning delivery process.

Module VI: Investor Protection

SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

Evaluation Scheme:

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

Text & References:

- Chandra, P.(2002), Investment Analysis, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.:(2009); Security Analysis & Portfolio Management; I.K. International





AMITY UNIVERSITY

RAJASTHAN

BOARD OF STUDIES (BOS) Amity Business School (ABS) Bachelor of Business Administration

Minutes of the Meeting of 30th Board of Studies
Held online on MS Teams on 29/11/2021

Members Present:

Prof. Amit Jain (Chairperson BOS, Dean Faculty of Management, Director, ABS)

Prof. Prashant Gupta – Chairman Executive Education and Chairman Admissions, IIM Trichy (External Member)

Prof. Prashant Gupta Professor & Area Chair Jaipuria Institute of Management, Jaipur (Special Invitee)

Prof. Deepali Bhatnagar (Internal Member)

Prof. Shikha Sharma (Internal Member)

Apologies:

Dr Sandeep Joshi (Head Recruitment Shree Cement) (External Member)

The screenshot shows a Microsoft Teams meeting interface. The main window displays a presentation slide titled "BUSINESS COMMUNICATION - I". The slide content includes:

- Course Code:** BCS 301
- Credit Units:** 01
- Course Objective:** To form written communication strategies necessary in the workplace.
- Course Contents:**
 - Module I: Introduction to Writing Skills
 - Effective Writing Skills
 - Assessing Customer Forms
 - Paragraph Writing
 - Note Taking
 - Writing Assignments
 - Module II: Letter Writing
 - Types
 - Formats
 - Module III
 - Notes
 - Agenda and Minutes
 - Summaries and Conclusions
 - Module IV: Report Writing
 - Purpose and Scope of a Report
 - Fundamental Principles of Report Writing
 - Project Report Writing
 - Summarizing Materials
- Examination Scheme:**

Component	CT1	CT2	CA*	N	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

The right side of the screenshot shows a vertical stack of five video thumbnails of participants in the meeting.

Deepali

[Signature]





AMITY UNIVERSITY

RAJASTHAN

Sr. No.	Comments	Responsibility	Action Status
1	Prof. Deepali Bhatnagar opened the session by introducing the esteemed members of the Board.		
2	Prof. Amit Jain extended a warm welcome to all the external and internal members present.		
3	Dr. Bhatnagar detailed the members about the agenda to be discussed.		
4	Prof. Prashant (IIM - Trichy) proposed to adoption of Fintech and New Initiatives as a course for 2021 BBA Batch and emphasized its relevance in current context.	Program Coordinator	It was well appreciated and accepted by all BOS members for Incorporating in BBA 3 rd Sem as Elective Paper from BBA Batch 21-24 onwards
5	Prof. Amit Jain briefed the external experts about inclusion of foreign language, business communication and behavioral science in each semester of BBA Program, which was well appreciated by experts		
6	Prof. Deepali proposed to include few courses from current BBA Syllabus to name them: 'Readings in Management' BBA108, 'Industry and Company Analysis', 'Case Presentation' BBA 590, 'Workshop and Certifications' BBA 591, Real Estate and Infrastructure Investment' BBA 611. These subjects are not of much use to the students at UG level and they are exposed to its content in many other papers in different forms.	Program Coordinator	It was well appreciated and accepted by all BOS members for Incorporating in BBA 3 rd Sem as Elective Paper from BBA Batch 21-24 onwards
7	Prof. Prashant Gupta (Jaipuria Institute) agreed to the introduction of two papers 1. Corporate Social Responsibility in BBA 3 rd Semester. (Core Course) and 2. Rural Marketing in BBA 4 th Semester. (Domain Elective)	Program Coordinator	It was well appreciated and accepted by all BOS members from BBA Batch 21-24 onwards
8	Prof. Deepali Bhatnagar also proposed to shift the subject 'Business Laws' BBA 306 from Domain Elective course in BBA3 rd Semester to core course in BBA 1 st Sem.	Program Coordinator	It was well appreciated and accepted by all BOS members from BBA Batch 22-25 onwards
9	Paper titled 'Public finance' BBA 380 Core Course was proposed to be removed from syllabus by Prof. Deepali Bhatnagar	Program Coordinator	It was well appreciated and accepted by all BOS members from BBA Batch 20-23 onwards
10	Prof. Deepali Bhatnagar ended the meeting by giving vote of thanks to experts.		All comments have been discussed, approved, and forwarded to the Academic Council for approval

Deepali



Course Name	Course Code	LTP	Credit	Semester
FINTECH AND NEW INITIATIVES	BBA 383	2:1:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Provides comprehensive overview of the FinTech space – technologies, the applications and the startup ecosystem
CLO 2	Appreciate the role of technology in financial services and how it can provide solutions to key corporate challenges.
CLO 3	3Develop an understanding of how FinTech is reconfiguring financial services business models and how they are different from the traditional business models
CLO 4	Distinguish between financial and industrial innovation and the regulatory framework, the pros and cons of financial innovation,
CLO 5	Understand the FinTech entrepreneurial landscape and the opportunities and challenges associated with startup cycle.

B. SYLLABUS

Module I: Introduction to FinTech and related innovation

Introduction to digitization and mechanics and the impact on the financial system. Overview of multiple technology based financial innovation over the time. Pros and cons of FinTech.

Module II: Artificial intelligence & technology

Introduction to Artificial intelligence platforms: Machine learning, Application Programming Interface (API): tools and processes.

Robo Advisory: Robo-advisory Platforms and Architecture, Building a Robo Advisory Platform, Unicorns of Robo-advisory and business models, State of Robo-advisory in India

Module IV: Banking, Payment and Credit

BFSI Value chain, Issues with traditional banking, Introduction to BankTech, online and digital banking, KYC, Credit cards, credit scoring and alternative data, market place learning, Payment system: payment methods and trends. Financial inclusion and FinTech

Module IV: Investments & Digitization

Crowdfunding - Regards, Charity and Equity, asset allocation using technology, FinTech in capital market. Cryptography, Block chain technology. InsureTech: Visual computing, sensor and telematics, pricing, underwriting, claim settlement and policy administration using technology

Cryptocurrencies Primer, Bitcoin and Applications, Cryptocurrencies and Digital Crypto Wallets, Types of Cryptocurrencies, Cryptocurrencies and Applications, Initial Coin Offering (ICO), Importance of ICO in Alternative Finance.

Module V: Privacy & Financial Data

Encryption and information security, disruptive technology cases. Cyber security, fraud, crime, law enforcement. FinTech operational, technology and regulatory risk. Policy implication. Regulations for Cryptos and tokens.

Examination Scheme

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	30	-	-	5	15	50

Text & References:

- Agustin Rubini, "Fintech in a Flash: Financial Technology Made Easy", Zacheus, 3rd Edition, 2018
- Susanne Chishti and Janos Barberis, "The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries", John Wiley, 1st Edition, 2016
- Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, "Disrupting Finance: FinTech and Strategy in the 21st Century", Palgrave, 1st edition, 2018
- Abdul Rafay, "FinTech as a Disruptive Technology for Financial Institutions", IGI Global, January, 2019
- Bernardo Nicoletti, "The Future of FinTech: Integrating Finance and Technology in Financial Services", Palgrave Macmillan, August, 2018



30th BBA BOS-(Held on 29/11/21)

Course Name	Course Code	LTP	Credit	Semester
CORPORATE SOCIAL RESPONSIBILITY	BBA 382	2:1:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Introduction and historical information on Microorganisms and their use in different industries
CLO 2	Acquire industrial skills of microbial culture, growth, and practices
CLO 3	Demonstrate the advanced application of Microbes in emerging industrial sectors

B. SYLLABUS

Unit-I: Introduction to CSR

Meaning and Definition, History of CSR, Concepts of Charity, Corporate philanthropy, Corporate Citizenship, Sustainability and Stakeholder Management. Environmental aspect of CSR Chronological evolution and Models of CSR in India Carroll's model Major codes on CSR Initiatives in India.

Module II: CSR-Legislation in India and the World

Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

Module III: The Drivers of CSR in India

Market based pressure and incentives, civil society pressure, the regulatory environment in India Counter trends, Review of current trends and opportunities in CSR, Review of successful corporate initiatives and challenges of CSR. Case Studies of Major CSR Initiatives

Module IV: Identifying key stakeholders of CSR

Role of Public Sector in Corporate, government programs, Nonprofit and Local Self Governance in implementing CSR, Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India, Roles and responsibilities of corporate foundations.

Module V: Review current trends and opportunities in CSR. and Corporate Governance

CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives. Corporate Governance

Evaluation:

Examination Scheme:

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

Text & References:

William B. Werther Jr. and David Chandler, Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition, Sage Publications, 2011

Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008

Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.

Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social

Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.

Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.



Course Name	Course Code	LTP	Credit	Semester
RURAL MARKETING	BBA 494	2:1:0	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To introduce rural market dynamics to the students
CLO 2	Learn about rural behaviour and factor that differs from urban market

B. SYLLABUS

UNIT – I : RURAL ECONOMY & DEVELOPMENT :

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT – III : PRODUCT MIX DECISIONS :

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT – IV : PRICING & PROMOTION STRATEGY :

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

UNIT – V : RURAL DISTRIBUTION :

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

Evaluation:

Examination Scheme:

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

Text & References:

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi

