



AMITY UNIVERSITY

MADHYA PRADESH

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

Amity University Gwalior - Madhya Pradesh

Amity Business School

2023-24

Attainments

- BBA
- B.Com.
- BA (Economics)
- MBA



Syllabus

Programme Name: Bachelor of Business Administration		Session: 2023-2024
Course Code: BBA 101	Course Name: Management Foundations	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	3	1	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

Course outcomes: After completion of course, the student will be able to:

CO-1	Knowledge of principles of management and school of management thoughts
CO-2	Understand the significance of planning, and decision making.
CO-3	Describe the organization concept and classify the organization structure
CO-4	Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.
CO-5	Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively
CO-6	Understand and describe the conceptual framework of control and techniques of control

Teaching Pedagogy:

T1	Activity based learning like Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments



Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Definition of management, Role of managers, Functions of Management, Levels of Management, Evolution and Foundations of Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory.	Mid Term-1, Quiz & End Sem Exam
	Module II: Planning Planning objectives and characteristics, Planning process, Hierarchies of planning, Types of plans, MBO, Decision making – concepts & process, Types of decision, Concept and techniques of forecasting	Mid Term-1, Quiz & End Sem Exam
	Module III: Organizing Meaning, Importance and Principles, Organization structure, Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority. Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.	Assignment, Quiz & End Sem Exam
	Module IV: Staffing Staffing – Meaning , Nature and Purpose of staffing – Importance of staffing – Components of Staffing, Job analysis, Manpower planning, Recruitment & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition. - Manpower planning - Recruitment and Selection - Training and Development - Performance Appraisal.	Assignment, Quiz & End Sem Exam



	<p>Module V: Directing Motivation, Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Leadership, Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid; Co-ordination, Communication, Directing, Creativity and Innovation. Concept, Nature, Principles and Techniques of directing</p>	Assignment, Quiz & End Sem Exam
	<p>Module VI: Controlling Objectives and process of management control, Types of control limitations of control budgetary and non-budgetary, Techniques and behavioural aspects of management control, Emerging horizons in management.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

<p>List of Assignments</p>	<ol style="list-style-type: none"> 1. Roles and Responsibilities of Managers 2. Functions of Management 3. Evolution of Management Theories 4. Hierarchies of Planning 5. Forecasting Techniques 6. Principles of Organizational Structure 7. Span of Control 8. Centralization Vs. Decentralization 9. Factors Influencing Decentralization 10. Recruitment and Selection 11. Orientation, Transfers, and Promotions 12. Leadership Styles 13. Creativity and Innovation 14. Behavioral Aspects of Management Control 15. Emerging Horizons in Management Control
<p>Suggested reading:</p>	<p>1. Textbooks/ Reference Books</p> <ul style="list-style-type: none"> • Essential of Management, Koontz O' Donnell • Management, Stoner, Freemand & Gilbert • Principles & practice of Mgmt., L.M. Prasad • Management Today, Burton & Thakur • Principles & Practices of Mgmt., C.B. Gupta



Suggested e- resources (Websites/e-books)	LMS Amizone: https://alms6.amizone.net
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Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO1	3	1	1	-	3	2	-	-	1	2
CO2	2	2	1	3	1	3	3	-	-	1
CO3	3	3	1	3	3	1	2	1	-	2
CO4	3	1	-	1	3	1	3	2	1	1



CO5	3	2	3	3	3	2	3	3	1	3
CO6	3	1	2	3	3	-	3	2	1	1

Attainment

Session 2023-24
 Course Name BBA
 Semester 1st Semester
 Subject Code BBA 101
 Subject Name Management Foundations
 Attainment Level Level 3

Note:

Attainments Rubric
 Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3





Syllabus

Programme Name: Bachelor of Business Administration		Session: 2023-2024
Course Code: BBA 102	Course Name: Financial Accounting	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	3	1	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, Understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.

Course outcomes: After completion of course, the student will be able to:

CO-1	To Understand the Basic accounting Concepts and accounting standard and their application in business.
CO-2	To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.
CO-3	To learn about the Cash Book and bank reconciliation statement and their importance in business
CO-4	To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.
CO-5	Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.

Teaching Pedagogy:

T1	Activity based learning like Power Point Presentations and white board teaching
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T2	Class/Seminars Quiz/ Assignments
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Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Introduction to Accounting Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting as an Information System, Accounting Concepts, Understanding Assets, Liabilities, Revenues, and Expenses. Understanding Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Receipts, and Revenue Receipts and Generally Accepted Accounting Principles, Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Recording of Transactions and Subsidiary Books Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same. Recording Transactions in General Journal. Journal entries passed for accounting of GST. Recording Transactions in three-column Cash Book. Preparation of Ledger Accounts. Opening and Closing Entries. Preparation of Trial Balance. Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same).</p>	Mid Term-1, Quiz & End Sem Exam



	<p>Module III: Preparation of Cash Book & Reconciliation of Bank Statement Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book. Understanding the contents of a Corporate Annual General Report. Preparation of cash flow statements. Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favourable balance and in case of overdraft (and numerical on the same).</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Financial Statements Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Understanding of financial Statements of a Joint Stock Company as per Companies Act 2013. Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview.AS-1,AS-21(no numerical)</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Accounting For Partnership Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

<p>List of Assignments</p>	<ol style="list-style-type: none"> 1 Branches of Accounting 2 Expenditure and Receipt Categories 3 International Financial Reporting Standards (IFRS) 4 Preparation of Vouchers, Journals, Ledgers, and Trial Balances 5 Recording Transactions in Three-column Cash Book 6 Preparation of Trial Balance 7 Balancing Cash Books 8 Preparation of Cash Flow Statements 9 Preparation of Bank Reconciliation Statements
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	10 Corporate Annual General Report 11 Preparation of Manufacturing Account 12 Preparation of Profit and Loss Account 13 Financial Statements of Joint Stock Companies 14 Dissolution of the Firm 15 Garner Vs Murray Decision
Suggested reading:	2. Textbooks: <ul style="list-style-type: none"> • Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd. 3. Reference books <ul style="list-style-type: none"> • Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons. • Tulsian, P.C (2009), Financial Accounting 2nd Edition, Pearson Education. • Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India. • Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.
Suggested e- resources (Websites/e-books)	LMS Amizone: https://alms6.amizone.net

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%



Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	2	-	3	1	-	3	-	1	2	3
CO2	2	-	2	1	-	-	-	2	2	2
CO3	2	-	2	3	-	-	-	2	-	1
CO4	2	-	1	3	-	-	3	3	-	2
CO5	2	-	2	2	-	-	2	1	-	2

Attainment

Session	2023-24
Course Name	BBA
Semester	1 st Semester
Subject Code	BBA 102
Subject Name	Financial Accounting
Attainment Level	53 % of Students secured above 60% marks
NOTE:-	
Attainments	Rubrics



Level 1	IF 60% of students secure more than 60% marks then level 1
Level 3	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





Syllabus

Programme Name: Bachelor of Business Administration		Session: 2023-2024
Course Code: BBA 103	Course Name: Managerial Economics	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	3	1	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Course outcomes: After completion of course, the student will be able to:

CO-1	Knowledge of Managerial Economics and Firm Theory.
CO-2	Understand the significance of Consumer Behaviour and Demand Analysis.
CO-3	To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.
CO-4	To apply marginal Theory of Demand and Supply under different market conditions.
CO-5	Understand and analyze the concept, theories and techniques of Economic and Business forecasting along with Break-Even Analysis and Linear Break-Even Analysis

Teaching Pedagogy:

T1	Activity based learning like Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments



Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Managerial Economics and Firm Theory Introduction: Nature, Scope, Definitions of Managerial Economics, Significance of managerial economics, Five fundamental concepts, Role and Responsibility of managerial economists. Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Consumer Behaviour and Demand Analysis Meaning of market demand, Types of demand, Determinants of market demand, Demand function, Elasticity of demand. Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Theory of Production and Cost Meaning and Concept of Production, Factors of Production, Laws of production, Laws of returns to scale, Laws of returns to scale through</p>	Assignment, Quiz & End Sem Exam



	<p>production function, Optional input combination. Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.</p>	
	<p>Module IV: Price and Output Decisions under Different Market Structures Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.</p>	<p>Assignment, Quiz & End Sem Exam</p>
	<p>Module V: Application of Managerial Economics to Business Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts. Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis. Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.</p>	<p>Assignment, Quiz & End Sem Exam</p>

Additional Learning:

<p>List of Assignments</p>	<ol style="list-style-type: none"> 1 Fundamental Concepts 2 Firm Theory 3 Managerial Economics and Decision Sciences 4 Introduction to Consumer Behavior and Demand Analysis 5 Determinants of Market Demand and Demand Function 6 Theory of Demand 7 Income Elasticity of Demand and Cross Elasticity of Demand and Supply 8 Production Function and Input Combination 9 Concept of Cost and Cost Function 10 Explicit Cost, Implicit Cost, Private Cost, and Social Cost 11 Price and Output Decisions under Perfect Competition 12 Price and Output Decisions under Oligopoly 13 Methods of economic forecasting 14 Define Break-Even Analysis: Linear Break-Even Analysis- Graphical Method 15 Uses and Steps of Cost-Benefit Analysis
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Suggested reading:	<p>4. Textbooks:</p> <ul style="list-style-type: none"> • Dwivedi, D. N., Managerial Economics, 7th Edition, Vikas Publishing House. • Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi <p>2. Reference Books:</p> <ul style="list-style-type: none"> • Browning Edgar K. & Jacquel Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi. • Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi. • Koutsoviannis Modern Micro Economics, Macmillan Press Limited, New Delhi. • Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi • Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar • Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury • Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee
Suggested e- resources (Websites/e-books)	LMS Amizone: https://alms6.amizone.net

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%



Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	3	1	1	-	3	2	-	-	1	2
CO2	2	2	1	3	1	3	3	-	-	3
CO3	3	3	1	3	3	1	2	1	-	1
CO4	3	1	-	1	3	1	3	2	1	2
CO5	3	2	3	3	3	2	3	3	1	2
CO6	3	1	2	3	3	-	3	2	1	1

Attainment

Session 2023-24
 Course Name BBA
 Semester 1st Semester
 Subject Code BBA 103
 Subject Name Managerial Economics

Attainment Level 45% of Students secured more than 60% marks

Note:

Attainments Rubric
 Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3





Syllabus

Programme Name: Bachelor of Business Administration		Session: 2023-2024
Course Code: BBA 201	Course Name: Organizational Behavior	Semester: II

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	3	1	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

Course outcomes: After completion of course, the student will be able to:

CO-1	To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB
CO-2	To study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception
CO-3	To study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).
CO-4	To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.
CO-5	To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems
CO-6	To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

Teaching Pedagogy:

T1	Activity based learning like Power Point Presentations and white board teaching
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T2	Class/Seminars Quiz/ Assignments
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Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Understanding Human Behaviour The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Individual Behaviour Individual Differences, Biographical Characteristics Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values, Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Motivation & Attitude Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes, Relationship between attitude and behavior.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Interpersonal Behaviour, Power & Politics Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A., Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.</p>	Assignment, Quiz & End Sem Exam



	<p>Module V: Group Behaviour and Leadership Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).</p>	Assignment, Quiz & End Sem Exam
	<p>Module VI: Change and Conflicts Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process, Managing across Cultures; Empowerment and Participation. Assignment : Group Discussion & Analysis - Emerging Business Realities</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

<p>List of Assignments</p>	<ol style="list-style-type: none"> 1 Factors Affecting Human Behavior 2 Disciplines Contributing to Organizational Behavior 3 Models of Organizational Behavior 4 Perception and Perceptual Process 5 Learning, Behavior Reinforcement, and Values 6 Emotions in the Workplace 7 Job-Related Attitudes and their Relationship with Behavior 8 Motivation at Work 9 Differences between Groups and Teams 10 Leadership: Nature, Styles, and Theories 11 Organizational Politics and Impression Management 12 Interpersonal Dimensions of Behavior 13 Managing Across Cultures, Empowerment, and Participation 14 Organizational Conflict 15 Organizational Politics and Impression Management
<p>Suggested reading:</p>	<p>1. Text & References: Text: Stephen Robins, Organisational Behaviour PHI</p> <p>2. References:</p> <ul style="list-style-type: none"> • K. Ashwathappa, Organisational Behaviour, Tata McGr • Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill • Keith Davis, Human Behaviour at Work, Tata McGraw-Hill



Suggested e- resources (Websites/e-books)	LMS Amizone: https://alms6.amizone.net
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Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
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Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
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CO1	2	-	-	3	2	-	-	2	3	-
CO2	3	-	2	-	2	3	1	-	2	3



CO3	2	-	-	3	1	-	2	-	-	2
CO4	-	3	2	-	-	2	-	3	2	-
CO5	-	2	-	3	-	2	3	-	1	2
CO6	2	-	2	3	2	-	2	3	2	1

Attainment

Session 2023-2024
 Course Name BBA
 Semester II Semester
 Subject Code BBA 201
 Subject Name Organizational Behavior
 Attainment Level Level 3

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1

Level 2 IF 70% of students secure more than 60% marks then level 2

Level 3 IF 80% of students secure more than 60% marks then level 3





Syllabus

Programme Name: Bachelor of Business Administration		Session: 2023-2024
Course Code: BBA 202	Course Name: Corporate Accounting	Semester: II

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	3	1	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course outcomes: After completion of course, the student will be able to:

CO-1	To learn about the Accounting Standard and the process of maintaining statutory record.
CO-2	To study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.
CO-3	To study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.
CO-4	Preparation and presentation of final accounts of joint stock companies as per company law.
CO-5	To study about the accounting Procedure of holding and subsidiaries company.
CO-6	To learn about the different method of valuation of shares and goodwill.
CO-7	To identify companies which have amalgamated as per merger method and purchase Method.

Teaching Pedagogy:

T1	Activity based learning like Power Point Presentations and white board teaching
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T2	Class/Seminars Quiz/ Assignments
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Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I- Introduction Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards. Issue, forfeiture and reissue of forfeited shares- concept & process of book building. Issue of rights and bonus shares. Buy back of shares. Redemption of preference shares. Issue and Redemption of Debentures.	Mid Term-1, Quiz & End Sem Exam
	Module II- Accounting for share capital transactions Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.	Mid Term-1, Quiz & End Sem Exam
	Module III- Debentures Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.	Assignment, Quiz & End Sem Exam
	Module IV- final accounts Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation	Assignment, Quiz & End Sem Exam



	out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits.	
	Module V- Holding and subsidiary companies Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.	Assignment, Quiz & End Sem Exam
	Module VI - Valuation of goodwill and shares Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).	Assignment, Quiz & End Sem Exam
	Module VII- Amalgamation, Absorption and reconstruction of companies Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1 Statutory Records and Accounting Standards 2 Issue and Redemption of Debentures 3 Accounting for Share Capital Transactions 4 Redemption of Preference Shares 5 Conversion of Debentures into Shares 6 Preparation and Presentation of Final Accounts 7 Determination of Managerial Remuneration 8 Preparation and Presentation of Final Accounts 9 Presentation and Disclosure in Consolidated Financial Statements 10 Accounting Treatment and Disclosures 11 Holding and Subsidiary Companies 12 Methods of Valuation of Goodwill 13 Comparative Analysis of Valuation Methods 14 Preparation of Liquidators' Statements 15 Calculation of Pro-Rata Treatment of Uncalled Capital
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Suggested reading:	Text & References: <ul style="list-style-type: none"> • Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi. • Tulsian, P C, (2009), Financial Accounting, 2nd Edition, Pearson Education. • Rajasekran, (2010), Financial Accounting, 1st Edition, Pearson Education. • Narayanaswamy, Financial Accounting • SP Iyengar, Advanced Accountancy • RL Gupta, Advanced Accountancy • Jain and Narang, Corporate Accounting
Suggested e- resources (Websites/e-books)	LMS Amizone: https://alms6.amizone.net

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs
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	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 1 0
CO1	2	-	-	3	2	-	-	2	3	-
CO2	3	-	2	-	2	3	1	-	2	3
CO3	2	-	-	3	1	-	2	-	-	2
CO4	-	3	2	-	-	2	-	3	2	-
CO5	-	2	-	3	-	2	3	-	1	2
CO6	2	-	2	3	2	-	2	3	2	1
7	2	-	3	2	-	2	3	-	2	1

Attainment

Session 2023-2024

Course Name BBA

Semester II Semester

Subject Code BBA 202

Subject Name Corporate Accounting

Attainment Level 45% of the students secured more than 60% marks

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1

Level 2 IF 70% of students secure more than 60% marks then level 2

Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

**Bachelor of Business Administration
2023-2024**

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

[PO.7]. Problem Solving and Decision Making: Ability to identify entrepreneurial



opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA III SEM	BBA304	3	3	3	3	1	2	3	2	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Basics of Financial Management
Course Code : BBA 302, Crédits : 04, Session :2023-24(Odd Sem.), Class : BBA 3 rd Year
Faculty Name :

A. Introduction:

Provide an in-depth view of the process in financial management of the firm Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance

B. Course Outcomes: At the end of the course, students will be able to:

BBA 302.1 To Understand the Basic of Financial management and the Changing role of finance manager.

BBA 302.2 To study about the tools of financial statement analysis and its objectives.

BBA 303.3 To Explain the concept of fundamental financial concepts, especially time value of money.

BBA 302.4. To learn about asset-based financing through lease financing and hire purchase.

BBA 302.5 To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.

BBA 302.6 To understand about the importance of working capital management and know about the determinates of working capital management.

BBA 302.7 To understand about the risk and its types regarding the comparative studies of different investment Proposal.

C. Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and



emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Introduction to Financial Management



Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

Module II: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

Module III: Valuation Concepts

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

Module IV: Financing Decision

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

Module V: Investment Decision

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

Module VI: Working Capital Management

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

Module VII: Risk Analysis in Financial Management

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

Examination Scheme:

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

Text & References:

Text:

- Pandey, I. M, (2010), Financial Management. 10th Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C (2008), Financial Management & Policy, 13th Edition, Prentice Hall
- Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8th Edition, Tata Mc-Graw Hill



E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Evolution of Financial Management	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
2	Key activities of Finance Manager	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
3	Changing Role of Finance Managers,	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
4	Key Decision Areas in Financial Management	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
5	Objectives of the firm.	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
6	Objectives of the firm.	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
7	Objectives of the firm.	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
8	Objectives of the firm.	Lecture	BBA 302.1	Mid Term-1, Quiz & End Sem Exam
9	Introduction, objectives of financial statement analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
10	Introduction, objectives of financial statement analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
11	Techniques-Ratio analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
12	Techniques-Ratio analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
13	Comparative analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
14	Comparative analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
15	limitations of financial statement analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
16	limitations of financial statement analysis	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
17	AS-20	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
18	AS-20	Lecture	BBA 302.2	Mid Term-1, Quiz & End Sem Exam
19	Concept of Time value of Money, Process of Compounding and Discounting	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
20	Future Value of a Single amount	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
21	Future Value of a Single amount	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
22	Future Value of an Annuity, Present Value of a Single Amount	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam



23	Present Value of an Annuity	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
24	Future value of annuity due, Present value of annuity due	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
25	Concept of perpetuity	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
26	Concept and calculation of Effective Interest rate (EIR)	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
27	Concept and calculation of Effective Interest rate (EIR)	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
28	Concept and calculation of Effective Interest rate (EIR)	Lecture	BBA 302.3	Mid Term-1, Quiz & End Sem Exam
29	Asset-Based Financing – Introduction; Lease Financing;	Lecture	BBA 302.4	Quiz & End Sem Exam
30	Asset-Based Financing – Introduction; Lease Financing;	Lecture	BBA 302.4	Quiz & End Sem Exam
31	Hire Purchase Financing	Lecture	BBA 302.4	Quiz & End Sem Exam
32	Infrastructure Project Financing	Lecture	BBA 302.4	Quiz & End Sem Exam
33	Infrastructure Project Financing	Lecture	BBA 302.4	Quiz & End Sem Exam
34	Corporate Credit Policy: Nature and Goals	Lecture	BBA 302.4	Quiz & End Sem Exam
35	Corporate Credit Policy: Nature and Goals	Lecture	BBA 302.4	Quiz & End Sem Exam
36	Collection Procedures; Nature of Inventory	Lecture	BBA 302.4	Quiz & End Sem Exam
37	Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.	Lecture	BBA 302.5	Quiz & End Sem Exam
38	Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting	Lecture	BBA 302.5	Quiz & End Sem Exam
39	Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.	Lecture	BBA 302.5	Quiz & End Sem Exam
40	Non-discounted Cash Flow Techniques: Payback Period, RR, Discounted Cash Flow Techniques: NPV, IRR, PI.	Lecture	BBA 302.5	Quiz & End Sem Exam
41	Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.	Lecture	BBA 302.5	Quiz & End Sem Exam
42	Meaning and importance of adequate working capital, Excess or inadequate	Lecture	BBA 302.6	Quiz & End Sem Exam



	working capital			
43	Determinants of working capital requirement	Lecture	BBA 302.6	Quiz & End Sem Exam
44	Cash management, Receivable management and Inventory management	Lecture	BBA 302.6	Quiz & End Sem Exam
45	Measures of risk in financial analysis- Define and measure risk for individual assets	Lecture	BBA 302.7	Quiz & End Sem Exam
46	calculation of standard deviation and variance of returns,	Lecture	BBA 302.7	Quiz & End Sem Exam
47	Computation of historical average return of securities and market premium	Lecture	BBA 302.7	Quiz & End Sem Exam
48	difference between relevant and irrelevant risks	Lecture	BBA 302.7	Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA 302.1	To Understand the Basic of Financial management and the Changing role of finance manager.	3	1	1	1	-	2	2	-	-
BBA 302.2	To study about the tools of financial statement analysis and its objectives	2	3	3	3	-	2	3	-	-
BBA 302.3	To Explain the concept of fundamental financial concepts, especially time value of money.	3	1	2	1	-	3	1	-	-
BBA 302.4	To learn about asset-based financing through lease financing and hire purchase.	2	1	2	-	-	1	2	-	-
BBA 302.5	To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.	3	2	3	-	-	1	2	-	-
BBA 302.6	To understand about the importance of working capital management and know about the determinates of working capital management.	3	1	1	3	-	1	1	-	-
BBA 302.7	To understand about the risk and its types regarding the comparative studies of different investment Proposal.	3	1	2	1	-	1	2	-	-



Sample Question Paper

Amity Business School						
I MID-SEMESTER (SEM –III) 2023-24						
Class: B.B.A III Semester						
Subject Name: BBA 302 Basic of Financial Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2a, Q.2b, Q.5a	Q.3, Q.4	Q.5b		Q 6
Student will be able to: CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
BBA 302.1	Q.1	Explain the financial management and its objectives in details.				3
BBA 302.1 & BBA 302.2	Q.2a	Explain the role of Finance Manager in decision making.				3
	Q.2b	Define the objectives of financial statement analysis.				3
BBA 302.2	Q.3	Define liquidity ratios and its role in investment decision.				6
BBA 302.2	Q.4	What do you mean by Comparative analysis, explain its role in the analysis part.				3
BBA 302.3	Q.5a	Explain the time value of money in details.				3
	Q.5b	Write down the Process of Compounding and discounting techniques under time value of money.				3
BBA 302.3	Q 6	Write down the concept of perpetuity in details.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3



Attainment

Session 2023-24
Course Name BBA
Semester 3rd Semester
Subject Code BBA 302
Subject Name Basics of Financial Management
Attainment Level Level 1

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : MARKETING MANAGEMENT
Course Code: BBA304, Credits: 04, Session : 2023-24(Odd Sem.), Class : BBA 3rd Sem
Faculty Name :

- A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.
- B. Course Outcomes:** At the end of the course, students will be able to:
- BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.
 - BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.
 - BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.
 - BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.
 - BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.
 - BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.
- C. Programme Outcomes:**



[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction to Marketing

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product



concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

Module II: Relationship between Marketing and Strategic Planning

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

Module III: Analyzing marketing opportunities

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

Module IV: Studying Consumer Behaviour

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

Module V: Segmentation, Targeting and Positioning

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

Module VI: Emerging Marketing Paradigms

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

F. Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

Text:

- Marketing Management, Philip Kotler, Eleventh Edition

References:

- Principles of Marketing, Philip Kotler and Gray Armstrong
- Marketing Management, Michael R. Czinkota and Masaaki Kotabe
- Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
- Fundamentals of Marketing, Stanton, Ezel, etc.

H. Lecture Plan



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Introduction to Marketing : Meaning of marketing, Core concepts of marketing	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
2.	Introduction to Marketing: Evolution and its role in the changing business environment.	Group Discussion	BBA304.1	Mid Term-1, Quiz & End Sem Exam
3.	Introduction to Marketing : Marketing management philosophies	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
4.	Introduction to Marketing: marketing management philosophies - the production concept.	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
5.	Introduction to Marketing: the product concept,	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
6.	Introduction to Marketing: selling concept and the marketing concept.	Home Assignment	BBA304.1	Mid Term-1, Quiz & End Sem Exam
7.	Introduction to Marketing: The newer definitions of marketing	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
8.	Introduction to Marketing: societal marketing	Case Study	BBA304.1	Mid Term-1, Quiz & End Sem Exam
9.	Introduction to Marketing: relationship marketing.	Lecture	BBA304.1	Mid Term-1, Quiz & End Sem Exam
10.	Relationship between Marketing and Strategic Planning: Introduction to Strategic Planning	Lecture	BBA304.2	Mid Term-1, Quiz & End Sem Exam
11.	Relationship between Marketing and Strategic Planning: Strategic Planning with marketing perspective	Home Assignment	BBA304.2	Mid Term-1, Quiz & End Sem Exam
12.	Relationship between Marketing and Strategic Planning: Strategic Planning with marketing perspective.	Lecture	BBA304.2	Mid Term-1, Quiz & End Sem Exam
13.	Relationship between Marketing and Strategic Planning: Marketing process	Group Discussion	BBA304.2	Mid Term-1, Quiz & End Sem Exam
14.	Relationship between Marketing and Strategic Planning: Marketing Plan.	Lecture	BBA304.2	Mid Term-1, Quiz & End Sem Exam
15.	Analyzing marketing opportunities: Internal and External Marketing Environment Analysis	Lecture	BBA304.3	Mid Term-1, Quiz & End Sem Exam
16.	Analyzing marketing opportunities: Internal & External Marketing Environment Analysis.	Lecture	BBA304.3	Mid Term-1, Quiz & End Sem Exam
17.	Analyzing marketing opportunities: Introduction to Marketing Information System	Group Discussion	BBA304.3	Mid Term-1, Quiz & End Sem Exam
18.	Analyzing marketing opportunities: Marketing Information System	Case Study	BBA304.3	Mid Term-1, Quiz & End Sem Exam
19.	Analyzing marketing opportunities: Introduction to Marketing Research.	Group Discussion	BBA304.3	Mid Term-1, Quiz & End Sem Exam



20.	Analyzing marketing opportunities: BCG matrix	Lecture	BBA304.3	Mid Term-1, Quiz & End Sem Exam
21.	Analyzing marketing opportunities: BCG matrix.	Lecture	BBA304.3	Mid Term-1, Quiz & End Sem Exam
22.	Analyzing marketing opportunities: GE 9 cell model,	Group Discussion	BBA304.3	Mid Term-1, Quiz & End Sem Exam
23.	Analyzing marketing opportunities: Intensive growth strategies.	Home Assignment	BBA304.3	Mid Term-1, Quiz & End Sem Exam
24.	Analyzing marketing opportunities: Intensive growth strategies.	Lecture	BBA304.3	Mid Term-1, Quiz & End Sem Exam
25.	Studying Consumer Behaviour: Buying Behaviour for Consumer Markets	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
26.	Studying Consumer Behaviour: Buying Behaviour Industrial Markets	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
27.	Studying Consumer Behaviour: Types of Buying Situations.	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
28.	Studying Consumer Behaviour: Types of Buying Situations.	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
29.	Studying Consumer Behaviour: Buying Decision Process	Group Discussion	BBA304.4	Mid Term-1, Quiz & End Sem Exam
30.	Studying Consumer Behaviour: Buying Decision Process.	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
31.	Studying Consumer Behaviour: Consumer Adoption Process.	Lecture	BBA304.4	Mid Term-1, Quiz & End Sem Exam
32.	Segmentation, Targeting and Positioning- Concept of Market Segmentation	Lecture	BBA304.5	Mid Term-1, Quiz & End Sem Exam
33.	Segmentation, Targeting and Positioning- Concept of Market Segmentation	Lecture	BBA304.5	Mid Term-2, Quiz & End Sem Exam
34.	Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets	Lecture	BBA304.5	Mid Term-2, Quiz & End Sem Exam
35.	Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets	Home Assignment	BBA304.5	Mid Term-2, Quiz & End Sem Exam
36.	Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets	Case Study	BBA304.5	Mid Term-2, Quiz & End Sem Exam
37.	Segmentation, Targeting and Positioning - Approaches for Targeting,	Case Study	BBA304.5	Mid Term-2, Quiz & End Sem Exam
38.	Segmentation, Targeting and Positioning - Approaches for Targeting,	Case Study	BBA304.5	Mid Term-2, Quiz & End Sem Exam
39.	Segmentation, Targeting and Positioning - Differentiation and Positioning.	Case Study	BBA304.5	Mid Term-2, Quiz & End Sem Exam
40.	Segmentation, Targeting and Positioning – Differentiation and Positioning.	Case Study	BBA304.5	Mid Term-2, Quiz & End Sem Exam
41.	Emerging Marketing Paradigms - Concept of E- marketing	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam



42.	Emerging Marketing Paradigms - Global marketing, Mobile marketing	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
43.	Emerging Marketing Paradigms - Kiosk marketing	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
44.	Emerging Marketing Paradigms - Green marketing,	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
45.	Emerging Marketing Paradigms - Tele marketing,	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
46.	Emerging Marketing Paradigms- Multi-level marketing,	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
47.	Emerging Marketing Paradigms - Rural marketing	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam
48.	Emerging Marketing Paradigms - Rural marketing	Case Study	BBA304.6	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA304.1	Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.	3	1	2	2	1	1	-	2	-
BBA304.2	Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.	2	2	1	3	1	3	3	-	-
BBA304.3	Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.	3	3	1	3	3	1	2	1	-
BBA304.4	Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behavior.	3	1	-	1	3	1	3	2	1
BBA304.5	Demonstrate effective understanding of relevant functional areas of marketing management and its application.	3	2	3	3	3	2	3	3	1
BBA304.6	Use creative, critical and reflective thinking to address organizational opportunities and challenge and explore emerging paradigms in marketing management.	3	2	3	3	3	2	3	3	1



Sample Question Paper

Amity Business School (Department of Management) I MID-SEMESTER (SEM – III) 2023-24						
Class: BBA III Semester						
Subjects Name: BBA 304 Marketing Management				Time: 2 hours		Max. Marks: 30
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 3, Q. 6	Q. 1	-	Q. 5	-
Students will be able to: CO 1: Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. CO 2: Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.						
CO Map	Question No.	Question				Marks
CO 1	1.	Define marketing and state the core concepts of marketing.				5
CO 1	2.	Elaborate the evolution of the changing business environment.				5
CO 1	3.	What is the production concept?				5
CO 2	4.	State the relationship between marketing and Strategic Planning.				5
CO 2	5.	Evaluate the marketing process.				5
CO 2	6.	Discuss the stages of strategic marketing plan				5



Attainment

Session 2023-24
Course Name BBA
Semester 3rd Semester
Subject Code BBA 304
Subject Name Marketing Management
Attainment Level Level 1

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Cost and Management Accounting
Course Code : BBA 305, Credits : 03, Session :2023-24(Odd Sem.), Class : BBA 2 nd Year
Faculty Name : Dr. Sudarshana Sharma

A. Introduction: The course aims at developing an insight into cost accounting, its need and the various methods used to determine the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

B. Course Outcomes: At the end of the course, students will be able to:

BBA305.1. Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

BBA305.2. Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

BBA305.3. Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

BBA305.4. Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break- even point, calculation of sales at desired profits.

BBA305.5. Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

BBA305.6. Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

C. Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and analyse the



knowledge of principles of management to find solutions to real world problems.

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction to Cost Accounting

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

Module II: Material Pricing & Methods of Costing



Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (numericals), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no numericals).

Case Study: “Cortland Manufacturing, Inc” (<http://www.chegg.com/homework-help/questions-and-answers/maneagerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

Module III: Overhead Allocation and Absorption

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numericals on the same. Introduction to Activity Based Costing.

Module IV: Marginal Costing and Cost Volume Profit Analysis

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numericals on the same.

Module V: Budgetary Control

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

Module VI: Variance Analysis

Concept of variance. Material Cost Variance, Material Price Variance and numericals on the same. Labour cost Variance, Labour Rate Variance and numericals on the same. Concept of overhead variance.

F. Examination Scheme:

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

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

G. Suggested Text/Reference Books:

- Cost Accounting, S.P Jain & K.L Narang References:
- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplman, Anthony A Atkinson, Third Edition, Printice Hall.

H. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to cost Accounting	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination



2	Meaning, nature and scope of cost accounting.	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	Differentiate cost accounting from management accounting and financial accounting.	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Methods of costing	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Cost Concepts and Numericals on preparation of cost sheet	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Relevant Costs for Decision Making	Lecture	BBA305.1	Mid-Term, Assignment/Quiz & End Sem Examination
7	Material Pricing and Methods of Costing- Introduction	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
8	Actual Cost Method, FIFO method	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
9	LIFO method and Weighted average cost methods	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	HIFO method and replacement cost method	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
11	Introduction to various methods used in costing	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
12	Job Costing and Batch Costing	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
13	Contract Costing, Single Costing	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	Process Costing	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Operating costing	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination



16	Case Study: Cortland Manufacturing, INC.	Lecture	BBA305.2	Mid-Term, Assignment/Quiz & End Sem Examination
17	Overhead Allocation and Absorption-Introduction	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
18	Introduction and Classification of overheads	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
19	Accounting for factory overheads	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
20	Accounting for the administration Overheads	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
21	Definition and classification of selling and distribution overheads	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
22	Numerical	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
23	Introduction to activity based costing	Lecture	BBA305.3	Viva/Quiz & End Sem Examination
24	Introduction to marginal costing and cost volume profit analysis	Lecture	BBA305.4	Viva/Quiz & End Sem Examination
25	Marginal Costing-Fixed and Variable cost	Lecture	BBA305.4	Viva/Quiz & End Sem Examination
26	Meaning and Characteristic of marginal costing	Lecture	BBA305.4	Viva/Quiz & End Sem Examination
27	Calculating Marginal Costing profit volume ratio	Lecture	BBA305.4	Viva/Quiz & End Sem Examination
28	Limiting Key Factor and Calculating break-even analysis and calculation for desired profit	Lecture	BBA305.4	Viva/Quiz & End Sem Examination
29	Introduction to budgetary control and Its objective	Lecture	BBA305.5	Viva/Quiz & End Sem Examination
30	Preparation of Purchase Budget and Production Budget	Lecture	BBA305.5	Viva/Quiz & End Sem Examination
31	Preparing Cash Budget, Fixed and Flexible Budget	Lecture	BBA305.5	Viva/Quiz & End Sem Examination
32	Concept of zero base budgeting	Lecture	BBA305.5	Viva/Quiz & End Sem Examination



33	Introduction to variance analysis, Concept of variance, material cost variance	Lecture	BBA305.6	Viva/Quiz & End Sem Examination
34	Numerical on Material Cost Variance	Lecture	BBA305.6	Viva/Quiz & End Sem Exam
35	Labour Cost Variance, Labour Rate Variance	Lecture	BBA305.6	Viva/Quiz & End Sem Examination
36	Overhead Variance	Lecture	BBA305.6	Viva/Quiz & End Sem Examination



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3			
BBA 305.1	Get an overview of Cost Accounting, its concept, scope & nature. The students will be able to differentiate between management accounting & financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.	-	-	3	-	-	2	-	-	-	-	-	-	-	-	-	-
BBA 305.2	Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.	-	-	3	-	-	3	-	-	-	-	-	-	-	-	-	-
BBA 305.3	Know about overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.	3	3	-	3	-	3	3	-	-	-	-	-	-	-	-	-
BBA 305.4	Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.	-	-	3	-	-	2	-	-	-	-	-	-	-	-	-	-
BBA 305.5	Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget..	-	-	3	-	-	2	-	-	-	-	-	-	-	-	-	-
BBA 305.6	BBA305.6. Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance	-	-	3	-	-	2	-	-	-	-	-	-	-	-	-	-



D. Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: BBA III Semester						
Subject Name: BBA 305 Cost and Management Accounting		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 1, 2	Q.1, 2, 5	Q.4, 5, 6	Q.2 b, Q 3 , 5, 6	Q 5 and 6	
CO1: Get an overview of business environment, types of business environment, and the factors affecting business environment.						
CO2: Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.						
CO3: know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.						

CO Map	Question No.	Question	Marks
CO1	Q. 1	What do you mean by elements of cost? Discuss the various elements of cost	3
CO3	Q. 2a	State the distinction between the two terms in each of the following, giving examples: (a) Cost allocation and cost apportionment.	3
	Q.2b	(b) Direct cost and indirect cost.	3
CO3	Q. 3	The following information is given for company A for year 2002; Factory Overheads Rs 62,000 Direct Labor cost Rs 98,000 Direct labor hours 50,000 Machine hours 70,000 From the above figures prepare the overhead application rates using the following methods: a) Direct labor hour b) Direct labor cost c) Machine hour.	6
CO2	Q. 4	What do you understand by Job costing explain with example? In which industries is it applied?	3
CO3	Q. 5	What are overheads? How should overheads be classified?	3
	Q. 5	To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?	3
CO3	Q 6	What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3



Attainment

Session 2023-24
Course Name BBA
Semester 3rd Semester
Subject Code BBA 305
Subject Name Cost and Management Accounting
Attainment Level Level 1

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
Amity Business School
Course Handout
Course : Business Laws
Course Code : BBL326, Credits : 03, Session :2023-24(Odd Sem.), Class : BBA. 2nd Year
Faculty Name :

A. Introduction: The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

B. Course Outcomes: At the end of the course, students will be able to:

BBL 326.1. To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.

BBL326.2. Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.

BBL326.3. Acquaintance of the various term Hire Purchase -Pledge -Mortgage

where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.

BBL326.4. Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

BBL326.5. Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

BBL326.6. Acquaintance of consumer protection Act,1986 and its applicability.

C. Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and



analyse the knowledge of principles of management to find solutions to real world problems.

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Legal Environment of Business

Importance of Law, Legal environment of business, sources of law, function of law.

Module II: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and



Pledge.

Module III: Indian Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module IV: Negotiable Instruments Act, 1881

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books

Text:

- Mercantile Law N.D. Kapoor.
- Prof (Cmde) P.K Goel, Business Law for managers Biztantra.

References:

- Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.
- S. S. Gulshan Excel Book Mercantile Law.
- Maheshwari & Maheshwari Business Law.

G. Lecture Plan



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Legal Environment of Business: Introduction	Lecture	BBL326.1.	Mid Term- 1, Quiz & End Sem Exam
2	Importance of Law	Lecture	BBL326.1.	Mid Term- 1, Quiz & End Sem Exam
3	Legal environment of business	Lecture	BBL326.1.	Mid Term- 1, Quiz & End Sem Exam
4	Sources of law	Lecture	BBL326.1.	Mid Term- 1, Quiz & End Sem Exam
5	Function of law	Lecture	BBL326.1.	Mid Term- 1, Quiz & End Sem Exam
6	Indian Contract Act, 1872: Introduction	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
7	Nature and kinds of Contracts	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
8	Concepts related to offer, Acceptance	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
9	Consideration, Principles Governing Capacity of Parties and Free Consent	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
10	Legality of Objects	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
11	Performance and Discharge of Contract, Breach of Contract and its Remedies,	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
12	Basic Elements of Law Relating to Agency,	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
13	Guarantee and Pledge	Lecture	BBL326.2.	Mid Term- 1, Quiz & End Sem Exam
14	Indian Sale of Goods Act, 1930: Introduction	Lecture	BBL326.3.	Mid Term- 1, Quiz & End Sem Exam



15	Sale and Agreement to Sell	Lecture	BBL326.3.	End Sem Exam
16	Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods	Lecture	BBL326.3.	Mid Term- 1, Quiz & End Sem Exam
17	Passing of Property in Goods	Lecture	BBL326.3.	Mid Term- 1, Quiz & End Sem Exam
18	Conditions and Warranties	Lecture	BBL326.3.	Mid Term- 1, Quiz & End Sem Exam
19	Doctrine of Caveat emptor, Rights of an unpaid Seller	Lecture	BBL326.3.	Mid Term- 1, Quiz & End Sem Exam
20	Negotiable Instruments Act, 1881	Lecture	BBL326.4.	Quiz & End Sem Exam
21	Meaning of Negotiability and Definition of Negotiable Instruments	Lecture	BBL326.4.	Quiz & End Sem Exam
22	Features, Cheques, Bill of Exchange and Promissory Note,	Lecture	BBL326.4.	Quiz & End Sem Exam
23	Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.	Lecture	BBL326.4.	Quiz & End Sem Exam
24	Elements of Company Law: Meaning, Types of companies	Lecture	BBL326.5	Quiz & End Sem Exam
25	Formation of a company, Memorandum and Articles of Association	Lecture	BBL326.5	Quiz & End Sem Exam
26	Issue of Shares, Share Capital and Shareholders	Lecture	BBL326.5	Quiz & End Sem Exam
27	Company Meetings and Proceedings	Lecture	BBL326.5	Quiz & End Sem Exam
28	Powers and Liabilities of Directors	Lecture	BBL326.5.	Quiz & End Sem Exam
29	Meeting	Lecture	BBL326.5.	Quiz & End Sem Exam
30	Managerial Remuneration	Lecture	BBL326.5.	Quiz & End Sem Exam
31	Winding up of Company.	Lecture	BBL326.5.	Quiz & End Sem Exam
32	Consumer Protection Act 1986 and Torts: Need for Consumer Protection – Meaning of Consumer	Lecture	BBL326.6.	Quiz & End Sem Exam
33	Different Redressal Forums for Consumers, Rights of Consumers	Lecture	BBL326.6.	Quiz & End Sem Exam



34	Unfair Trade Practices, and Procedure for Filing Complaints.	Lecture	BBL326.6.	Quiz & End Sem Exam
35	Meaning of tort, Application of Tortuous Liability in Business Situations.	Lecture	BBL326.6.	Quiz & End Sem Exam
36	Application of Tortuous Liability in Business Situations.	Lecture	BBL326.6.	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATE MENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
BBL326.1.	To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.	1	1	3	2	1	3	3	1	1	
BBL326.2.	Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.	1	1	3	2	1	3	3	1	1	
BBL326.3.	Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.	1	1	3	2	1	3	3	1	1	
BBL326.4.	Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to- day life.	1	1	3	2	1	3	3	1	1	
BBL326.5.	Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.	1	1	3	2	1	3	3	1	1	
BBL326.6.	Acquaintance of consumer protection Act,1986 and its applicability.	1	1	3	2	1	3	3	1	1	

Sample question Paper

Amity Business School Department of Management studies I MID-SEMESTER (SEM –III) 2023-24						
Class: BBA III Semester						
Subject Name: BBL326		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a),2(b)	Q.3,6	Q.4,5			
Student will be able to						



CO1: List the broad perceptives of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO2	Q.1	Why all contracts are agreement but all agreement are not contract? Highlight difference.	3
CO1	Q.2a	Write a short on Legal environment of business.	3
	Q.2b	What are the different sources of Law?	3
CO2	Q.3	What are the essential elements of valid contract as per Indian Contract Act?	6
CO3	Q.4	Define sale and agreement to sell.	3
CO3	Q.5	Explain rights of unpaid seller.	6
CO2	Q.6.	What do you mean by Breach of contract? Explain with examples.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	3rd Semester
Subject Code	BBL 326
Subject Name	Business Laws
Attainment Level	46% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY Business School
Department of Management

PROGRAMME OUTCOMES

Bachelor of Business Administration,

Academic Year – 2023-24

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low),2: Moderate (Medium) and 3 : Substantial (High) . If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
IV Sem.	BBA 401	3	3	2	-	2	2	2	-	1





Amity Business School
Course Handout
Course : Corporate Financial Management
Course Code : BBA 401, Credits : 04, Session :2023-24(Even Sem.), Class : BBA 2nd Year
Faculty Name :

A. In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

B. Course Outcomes: At the end of the course, students will be able to:

BBA 401.1 To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants

BBA 401.2 to study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

BBA 401.3 to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

BBA 401.4 Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.

BBA 401.5 To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options

BBA 401.6 To learn about the Introduction to Financial Services, Features of marketing these services

C. Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems. **[PO.3].**

Creativity and Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt,



Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module III: Leverage Analysis and Capital Structure Theories, Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage. Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

Module VI: Marketing of Financial Services - Introduction to Financial Services, Features of marketing these services, Recent developments.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.
- Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.
- Horne.V.Tenth Edition, Financial Management and Policy, Prentice Hall of India

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Indian Financial System (Meaning, importance and role). Sources of finance	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
2	Indian Financial System (Meaning, importance and role). Sources of finance	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam



3	Debt: Term Loans, Debentures. Equity: Ordinary Shares	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
4	Debt: Term Loans, Debentures. Equity: Ordinary Shares	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
5	Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
6	Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
7	Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
8	Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs	Lecture	BBA 401.1	Mid Term-1, Quiz & End Sem Exam
9	Concept significance assumptions, Computation of cost of capital of various sources	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
10	Concept significance assumptions, Computation of cost of capital of various sources	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
11	Equity, Debt, Reserve & Surplus and Preference shares	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
12	Equity, Debt, Reserve & Surplus and Preference shares	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
13	Weighted average cost of capital. Book value weights v/s market value weights	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
14	Weighted average cost of capital. Book value weights v/s market value weights	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
15	Weighted average cost of capital. Book value weights v/s market value weights	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
16	Weighted average cost of capital. Book value weights v/s market value weights	Lecture	BBA 401.2	Mid Term-1, Quiz & End Sem Exam
17	Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage	Lecture	BBA 401.3	Mid Term-1, Quiz & End Sem Exam
18	Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage	Lecture	BBA 401.3	Mid Term-1, Quiz & End Sem Exam
19	Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions	Lecture	BBA 401.3	Mid Term-1, Quiz & End Sem Exam
20	Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions	Lecture	BBA 401.3	Mid Term-1, Quiz & End Sem Exam
21	MM Theory, NI, NOI and traditional theory.	Lecture	BBA 401.3	Mid Term-2, Quiz & End Sem Exam
22	MM Theory, NI, NOI and traditional theory.	Lecture	BBA 401.3	Mid Term-2, Quiz & End Sem Exam
23	MM Theory, NI, NOI and traditional theory.	Lecture	BBA 401.3	Mid Term-2, Quiz & End Sem Exam



24	MM Theory, NI, NOI and traditional theory.	Lecture	BBA 401.3	Mid Term-2, Quiz & End Sem Exam
25	Importance of dividend decisions, Theories of Dividend decisions	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
26	Importance of dividend decisions, Theories of Dividend decisions	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
27	Irrelevance theory, optimal dividend decision, relevance theory	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
28	Irrelevance theory, optimal dividend decision, relevance theory	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
29	Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
30	Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
31	Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
32	Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares	Lecture	BBA 401.4	Mid Term-2, Quiz & End Sem Exam
33	Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options	Lecture	BBA 401.5	Mid Term-2, Quiz & End Sem Exam
34	Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options	Lecture	BBA 401.5	Mid Term-2, Quiz & End Sem Exam
35	Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options	Lecture	BBA 401.5	Mid Term-2, Quiz & End Sem Exam
36	Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options	Lecture	BBA 401.5	Mid Term-2, Quiz & End Sem Exam
37	Use of Derivative in financial investment decision.	Lecture	BBA 401.5	Quiz & End Sem Exam
38	Use of Derivative in financial investment decision.	Lecture	BBA 401.5	Quiz & End Sem Exam
39	Use of Derivative in financial investment decision.	Lecture	BBA 401.5	Quiz & End Sem Exam
40	Use of Derivative in financial investment decision.	Lecture	BBA 401.5	Quiz & End Sem Exam
41	Introduction to Financial Services	Lecture	BBA 401.6	Quiz & End Sem Exam
42	Introduction to Financial Services	Lecture	BBA 401.6	Quiz & End Sem Exam
43	Features of marketing these services	Lecture	BBA 401.6	Quiz & End Sem Exam
44	Features of marketing these services	Lecture	BBA 401.6	Quiz & End Sem Exam
45	Features of marketing these services	Lecture	BBA 401.6	Quiz & End Sem Exam
46	Recent developments in financial Services	Lecture	BBA 401.6	Quiz & End Sem Exam
47	Recent developments in financial Services	Lecture	BBA 401.6	Quiz & End Sem Exam
48	Recent developments in financial Services	Lecture	BBA 401.6	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)



CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA 401.1	To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants	2	-	-	3	2	-	-	2	3
BBA 401.2	To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares	3	-	2	-	2	3	1	-	2
BBA 401.3	to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage	2	-	-	3	1	-	2	-	-
BBA 401.4	Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.	-	3	2	-	-	2	-	3	2
BBA 401.5	To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options	-	2	-	3	-	2	3	-	1
BBA 401.6	To learn about the Introduction to Financial Services, Features of marketing these services	2	-	2	3	2	-	2	3	2

Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: B.B.A II Semester						
Subject Name: BBA 401 Corporate Financial Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.4	Q.5a	Q.5b	Q.2a	Q.2b
Student will be able to						
CO1: List the broad perceptive of cloud architecture and model.						
CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
BBA 401.1	Q.1	Write down the Importance of Indian Financial System				3
BBA 401.2	Q.2a	Write down the Procedure of Computation of Cost of Equity				3
	Q.2b	Write down the Procedure of Computation of Cost of Debenture				3
BBA 401.1	Q.3	Explain the Long-term Sources of Finance in details				6
BBA 401.2	Q.4	Write down Short Notes om ADR and GDR				3
BBA 401.1	Q.5a	Write down the Procedure of Convertible Securities				3
	Q.5b	Write down the role of Indian Financial System.				3
BBA 401.2	Q 6	Explain the Weighted average cost of Capital in details				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4 th Semester
Subject Code	401
Subject Name	Corporate Financial Management
Attainment Level	47% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY Business School
Department of Management

PROGRAMME OUTCOMES

Bachelor of Business Administration,

Academic Year – 2023-24

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low),2: Moderate (Medium) and 3 : Substantial (High). If there is no correlation, put “-”

		PROGRAMME ARTICULATION MATRIX								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
IV Sem.	BBA 402	3	3	2	-	2	2	2	-	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Marketing Management II
Course Code : BBA 402, Credits : 04, Session :2023-24(Even Sem.), Class : BBA 2nd Year
Faculty Name :

A. **Introduction:** To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

B. **Course Outcomes:** At the end of the course, students will be able to:

BBA 402.1 To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

BBA 402.2 to study about the Product Line Decision, New Product Development: Challenges & Process.

BBA 402.3 to study about the Understanding various pricing strategies and their application.

BBA 402.4 To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

BBA 402.5 To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly

BBA 402.6 To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets

C. **Programme Outcomes:**

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business. environment and emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems. **[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

[PO.5]. Working in team: Summarize and apply theories of team composition, process, and



motivation (including inclusivity and diversity) to effectively manage work teams

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Product Mix Strategy

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand decisions. Packaging and labeling.

Module II: Product Development Decision

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

Module III: Pricing Considerations and Strategies

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.



Module IV: Distribution and Logistics Decision

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

Module V: Deciding on the Marketing Communications Mix

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

Module VI: Introduction to global market place

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.
- Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Product: concept & levels, Classification of products consumer and industrial	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
2	Product: concept & levels, Classification of products consumer and industrial	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
3	product differentiation, product mix, Product Life Cycle and various strategies	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
4	product differentiation, product mix, Product Life Cycle and various strategies	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
5	Branding: concept and challenges, brand decisions. Packaging and labeling.	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
6	Branding: concept and challenges, brand decisions. Packaging and labeling.	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
7	Branding: concept and challenges, brand decisions. Packaging and labeling.	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam



8	Branding: concept and challenges, brand decisions. Packaging and labeling.	Lecture	BBA 402.1	Mid Term-1, Quiz & End Sem Exam
9	Product Line Decision, New Product Development: Challenges & Process	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
10	Product Line Decision, New Product Development: Challenges & Process	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
11	Product Line Decision, New Product Development: Challenges & Process	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
12	Product Line Decision, New Product Development: Challenges & Process	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
13	Consumer Adoption Process, Diffusion of Innovation.	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
14	Consumer Adoption Process, Diffusion of Innovation.	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
15	Consumer Adoption Process, Diffusion of Innovation.	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
16	Consumer Adoption Process, Diffusion of Innovation.	Lecture	BBA 402.2	Mid Term-1, Quiz & End Sem Exam
17	Introduction to various objectives of pricing, Pricing Process. Adapting the price	Lecture	BBA 402.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to various objectives of pricing, Pricing Process. Adapting the price	Lecture	BBA 402.3	Mid Term-1, Quiz & End Sem Exam
19	Introduction to various objectives of pricing, Pricing Process. Adapting the price	Lecture	BBA 402.3	Mid Term-1, Quiz & End Sem Exam
20	Concept of geographical pricing, promotional pricing, discriminatory pricing	Lecture	BBA 402.3	Mid Term-1, Quiz & End Sem Exam
21	Concept of geographical pricing, promotional pricing, discriminatory pricing	Lecture	BBA 402.3	Mid Term-2, Quiz & End Sem Exam
22	Understanding various pricing strategies and their application.	Lecture	BBA 402.3	Mid Term-2, Quiz & End Sem Exam
23	Understanding various pricing strategies and their application.	Lecture	BBA 402.3	Mid Term-2, Quiz & End Sem Exam
24	Understanding various pricing strategies and their application.	Lecture	BBA 402.3	Mid Term-2, Quiz & End Sem Exam
25	Nature of Marketing Channels, Channel Functions and Flows	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
26	Nature of Marketing Channels, Channel Functions and Flows	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam



27	Nature of Marketing Channels, Channel Functions and Flows	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
28	Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
29	Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
30	Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
31	Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
32	Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics	Lecture	BBA 402.4	Mid Term-2, Quiz & End Sem Exam
33	The process of deciding the Marketing communication mix	Lecture	BBA 402.5	Mid Term-2, Quiz & End Sem Exam
34	The process of deciding the Marketing communication mix	Lecture	BBA 402.5	Mid Term-2, Quiz & End Sem Exam
35	The process of deciding the Marketing communication mix	Lecture	BBA 402.5	Mid Term-2, Quiz & End Sem Exam
36	Marketing communication budget	Lecture	BBA 402.5	Mid Term-2, Quiz & End Sem Exam
37	Marketing communication budget	Lecture	BBA 402.5	Quiz & End Sem Exam
38	Introduction to various elements of integrated marketing communications briefly.	Lecture	BBA 402.5	Quiz & End Sem Exam
39	Introduction to various elements of integrated marketing communications briefly.	Lecture	BBA 402.5	Quiz & End Sem Exam
40	Introduction to various elements of integrated marketing communications briefly.	Lecture	BBA 402.5	Quiz & End Sem Exam
41	Challenges and opportunities of Globalization. Factors governing entry into foreign markets	Lecture	BBA 402.6	Quiz & End Sem Exam
42	Challenges and opportunities of Globalization. Factors governing entry into foreign markets	Lecture	BBA 402.6	Quiz & End Sem Exam
43	Challenges and opportunities of Globalization. Factors governing entry into foreign markets	Lecture	BBA 402.6	Quiz & End Sem Exam
44	Marketing Mix for Global Markets. Trends in international marketing	Lecture	BBA 402.6	Quiz & End Sem Exam



45	Marketing Mix for Global Markets. Trends in international marketing	Lecture	BBA 402.6	Quiz & End Sem Exam
46	Marketing Mix for Global Markets. Trends in international marketing	Lecture	BBA 402.6	Quiz & End Sem Exam
47	Marketing Mix for Global Markets. Trends in international marketing	Lecture	BBA 402.6	Quiz & End Sem Exam
48	Marketing Mix for Global Markets. Trends in international marketing	Lecture	BBA 402.6	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA402.1	To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.	2	-	-	3	2	-	-	2	3
BBA 402.2	to study about the Product Line Decision, New Product Development: Challenges & Process.	3	-	2	-	2	3	1	-	2
BBA402.3	to study about the Understanding various pricing strategies and their application.	2	-	-	3	1	-	2	-	-
BBA 402.4	To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions	-	3	2	-	-	2	-	3	2
BBA 402.5	To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly	-	2	-	3	-	2	3	-	1
BBA 402.6	To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets	2	-	2	3	2	-	2	3	2



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: B.B.A II Semester						
Subject Name: BBA 402 Marketing Management II		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.4	Q.5a	Q.5b	Q.2a	Q.2b
Student will be able to CO1: List the broad perceptives of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
BBA402.1	Q.1	Explain the Product mix in details				3
BBA402.2	Q.2a	Explain the Different Stages of New Product Development				3
	Q.2b	Write down the Challenges and Process of new Product Development.				3
BBA402.1	Q.3	Write down the Product Life Cycle and various strategies				6
BBA402.2	Q.4	Explain the Product Line Decision				3
BBA402.1	Q.5a	Explain the Brand decision in details				3
	Q.5b	Explain the Packaging and labeling in details				3
BBA402.2	Q.6	Explain the Diffusion of Innovation				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4 th Semester
Subject Code	402
Subject Name	Marketing Management – II
Attainment Level	51% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY Business School
Department of Management

PROGRAMME OUTCOMES

Bachelor of Business Administration,

Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low),2: Moderate (Medium) and 3 : Substantial (High). If there is no correlation, put “-“

		PROGRAMME ARTICULATION MATRIX								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
IV Sem.	BBA 403	3	3	2	-	2	2	2	-	1





DEPARTMENT OF Management
Course Handout
Course : Research Methodology and Report Preparation
Course Code : BBA 403, Credits : 03, Session :2023-24(Even Sem.), Class : BBA 2nd Year
Faculty Name :

A. To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research; To develop contents and organization of both the written report and oral presentation for which the research study was done.

B. Course Outcomes: At the end of the course, students will be able to:

BBA 403.1 To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design

BBA 403.2 to study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

BBA 403.3 to study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods

BBA 403.4 To understand about Fieldwork procedure, Common sources of error in the fieldwork

BBA 403.5 To study about the Data analysis-I: Test of significance Z, t, F and chi-square BBA 203.6 To learn about Research presentation and research process examination.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

[PO.2]. Research and Business Intelligence: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems. **[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-



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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Introduction

Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses

Module II: Data collection methods

Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in



Constructing Questionnaire, Type of Questions, Introduction to Projective techniques

Module III: Sampling

Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.

Module IV: Data Collection Field Work

Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data

Module V: Data Analysis

Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package

Module VI: Report Writing

Research presentation and research process examination; Report writing – Format and Types of research report.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

E. Suggested Text/Reference Books:

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.

Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Research Design, Scales and Measurements	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam
3	Ordinal, Nominal, Ratio, Interval, Likert	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam
4	Preliminary Research	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam



5	Literature Review	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam
6	Construction of Hypotheses	Lecture	BBA 403.1	Mid Term-1, Quiz & End Sem Exam
7	Primary And Secondary Data	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
8	Data Collection Methods	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
9	Observation, Survey, Questionnaire; Steps in Constructing Questionnaire	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
10	Type of Questions, Introduction to Projective techniques	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
11	Type of Questions, Introduction to Projective techniques	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
12	Type of Questions, Introduction to Projective techniques	Lecture	BBA 403.2	Mid Term-1, Quiz & End Sem Exam
13	Nature of Sampling, Steps of Sampling Design, Sampling Frame	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
14	Nature of Sampling, Steps of Sampling Design, Sampling Frame	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
15	Sample Selection Methods - Probability and Non Probability	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
16	Sample Selection Methods - Probability and Non Probability	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
17	Sample Size, Sampling Errors and Principles of Sampling.	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
18	Sample Size, Sampling Errors and Principles of Sampling.	Lecture	BBA 403.3	Mid Term-1, Quiz & End Sem Exam
19	Fieldwork procedure, Common sources of error in the fieldwork	Lecture	BBA 403.4	Mid Term-1, Quiz & End Sem Exam



20	Fieldwork procedure, error in the fieldwork	Common sources of	Lecture	BBA 403.4	Mid Term-1, Quiz & End Sem Exam
21	Fieldwork procedure, error in the fieldwork	Common sources of	Lecture	BBA 403.4	Mid Term-2, Quiz & End Sem Exam
22	Minimizing fieldwork collected data	errors, Tabulation of	Lecture	BBA 403.4	Mid Term-2, Quiz & End Sem Exam
23	Minimizing fieldwork collected data	errors, Tabulation of	Lecture	BBA 403.4	Mid Term-2, Quiz & End Sem Exam
24	Minimizing fieldwork collected data	errors, Tabulation of	Lecture	BBA 403.4	Mid Term-2, Quiz & End Sem Exam
25	Data analysis-I: Test of significance Z, t, F and chi-square		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
26	Data analysis-I: Test of significance Z, t, F and chi-square		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
27	Data analysis-I: Test of significance Z, t, F and chi-square		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
28	Data analysis-II: Correlation and Regression techniques, Data analysis		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
29	Data analysis-II: Correlation and Regression techniques, Data analysis		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
30	Introduction to Statistical Package		Lecture	BBA 403.5	Mid Term-2, Quiz & End Sem Exam
31	Research presentation and research process examination		Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam
32	Research presentation and research process examination		Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam
33	Research presentation and research process examination		Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam
34	Report writing – Format and Types of research report.		Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam



35	Report writing – Format and Types of research report.	Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam
36	Report writing – Format and Types of research report.	Lecture	BBA 403.6	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA403.1	To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design	2	-	-	3	2	-	-	2	3
BBA 403.2	to study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire	3	-	2	-	2	3	1	-	2
BBA403.3	to study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods	2	-	-	3	1	-	2	-	-
BBA 403.4	To understand about Fieldwork procedure, Common sources of error in the fieldwork	-	3	2	-	-	2	-	3	2
BBA 403.5	To study about the Data analysis-I: Test of significance Z, t, F and chi- square	-	2	-	3	-	2	3	-	1
BBA 403.6	To learn about Research presentation and research process examination	2	-	2	3	2	-	2	3	2



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023-24						
Class: B.B.A IV Semester						
Subject Name: BBA 403 Research Methodology and Report Preparation				Time: 2 Hrs		Max. Marks: 30
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.4	Q.5a	Q.5b	Q.2a	Q.2b
Student will be able to						
CO1: List the broad perspective of cloud architecture and model.						
CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
BBA203.1	Q.1	Write down a formulation of Research Problem				3
BBA203.2	Q.2a	Write down the method of data collection of Primary data				3
	Q.2b	Write down the sources of Secondary data collection				3
BBA203.1	Q.3	Write about the scale and measurement				6
BBA203.2	Q.4	Write down the steps in the construction of Questionnaire.				3
BBA203.1	Q.5a	Explain about the nominal and ordinal scale				3
	Q.5b	Write down about the ratio, likert and interval scale				3
BBA203.2	Q.6	Write down about the projective technique				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	403
Subject Name	Research Methodology and Report Preparation
Attainment Level	49% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain



and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA IV SEM	BBA 404	3	2	3	2	3	1	3	3	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : ENTREPRENEURSHIP DEVELOPMENT
Course Code : BBA 404, Credits : 03, Session : 2023-24(Odd Sem.), Class : BBA
Faculty Name : Dr Astha Joshi

Introduction: The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

Course Outcomes: At the end of the course, students will be able to:

BBA 404.1. Knowledge of principles of management and school of management thoughts

BBA 404.2. Understand the significance of planning, and decision making.

BBA 404.3. Describe the organization concept and classify the organization structure

BBA 404.4. Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

BBA 404.5. Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

BBA 404.6. Understand and describe the conceptual framework of control and techniques of control.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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



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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act.

Project Based Learning -1

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.



Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages.

Project Based Learning – 2

Activities and assignments: Students asked to finalize on their ideas and start writing business plans.

Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.

Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.

Examination Scheme:

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

T: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship	Lecture	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
2.	Overview of setting up an enterprise with organizational forms – MSMED Act.	Group Discussion	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
3.	Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis	Lecture	BBA 404.1	Mid Term-1, Quiz & End Sem Exam



	and Planning			
4.	Sources of Finance. Stages of Project Feasibility Analysis-Market	Lecture	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
5.	Technical, Financial, Social Analysis, Project Implementation Stages.	Lecture	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
6.	Financing the project, Sources of finance	Home Assignment	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
7.	Venture Capital Sources, What Investor looks in the Investment Proposal	Lecture	BBA 404.1	Mid Term-1, Quiz & EndSem Exam
8.	Outline for a Venture Capital Proposal	Case Study	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
9.	Vendor development, vendor selection decision factors,	Lecture	BBA 404.1	Mid Term-1, Quiz & End Sem Exam
10.	methods of price determination, direct and hidden cost in material management, market development	Lecture	BBA 404.2	Mid Term-1, Quiz & End Sem Exam
11.	market feasibility, activities and decisions in materials management – International Markets.	Home Assignment	BBA 404.2	Mid Term-1, Quiz & End Sem Exam
12.	Steps and procedure for setting up small scale	Lecture	BBA 404.2	Mid Term-1, Quiz & End Sem Exam
13.	Role of Banks and Financial Institutions in Development, E- Commerce, E-Business, E-Auction,	Group Discussion	BBA 404.2	Mid Term-1, Quiz & EndSem Exam
14.	Project management problems	Lecture	BBA 404.2	Mid Term-1, Quiz & End Sem Exam
15.	SEZ, Cluster Development	Lecture	BBA 404.2	Mid Term-1, Quiz & End Sem Exam
16.	Legal Issues for the Entrepreneur	Lecture	BBA 404.3	Mid Term-1, Quiz & EndSem Exam
17.	Patents, Trademarks, Copyrights	Group Discussion	BBA 404.3	Mid Term-1, Quiz & EndSem Exam
18.	Span of Control, Types of Organization,	Case Study	BBA 404.3	Mid Term-1, Quiz & End Sem Exam
19.	Authority, Delegation of Authority, Decentralization.	Group Discussion	BBA 404.3	Mid Term-1, Quiz & End Sem Exam
20.	Meaning, Job analysis, Manpower planning,	Lecture	BBA 404.4	Mid Term-1, Quiz & End Sem Exam
21.	Recruitment: recruitment sources & selection,	Lecture	BBA 404.4	Mid Term-2, Quiz & End Sem Exam
22.	Orientation, Transfers and Promotions,	Group Discussion	BBA 404.4	Mid Term-2, Quiz & End Sem exam
23.	Job design, Training & Career Development	Home Assignment	BBA 404.4	Mid Term-2, Quiz & End Sem Exam
24.	Performance appraisal, Rewards and Recognition.	Lecture	BBA 404.4	Mid Term-2, Quiz & End Sem Exam
25.	Direction: Nature and Purpose,	Lecture	BBA 404.5	Mid Term-2, Quiz & End Sem Exam



26.	Motivation	Lecture	BBA 404.5	Mid Term-2, Quiz & End Sem Exam
27.	Leadership	Lecture	BBA 404.5	Mid Term-2, Quiz & End Sem Exam
28.	Co-ordination,	Lecture	BBA 404.5	Mid Term-2, Quiz & End Sem Exam
29.	Communication,	Group Discussion	BBA 404.5	Mid Term-2, Quiz & End Sem Exam
30.	Directing, Creativity and Innovation.	Lecture	BBA 404.5	Mid Term-2, Quiz & End Sem Exam
31.	Controlling – Objectives and process of management control	Lecture	BBA 404.6	Mid Term-2, Quiz & End Sem Exam
32.	Types of control- budgetary and non-budgetary	Lecture	BBA 404.6	Mid Term-2, Quiz & End Sem Exam
33.	Techniques and behavioural aspects of management control	Lecture	BBA 404.6	Mid Term-2, Quiz & End Sem Exam
34.	An overview of Strategic Management,	Lecture	BBA 404.6	Mid Term-2, Quiz & End Sem Exam
35.	SWOT Analysis, Future Management-Challenges and Skills.	Home Assignment	BBA 404.6	Mid Term-2, Quiz & End Sem Exam
36.	Future Management-Challenges and Skills, Case Study	Case Study	BBA 404.6	Mid Term-2, Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA 404.1	Knowledge of principles of management and school of management thoughts	3	1	1	-	3	2	-	-	1
BBA 404.2	Understand the significance of planning, and decision-making.	2	2	1	3	1	3	3	-	-
BBA 404.3	Describe the organization concept and classify the organization structure	3	3	1	3	3	1	2	1	-
BBA 404.4	Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling These complexities	3	1	-	1	3	1	3	2	1
BBA 404.5	Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.	3	2	3	3	3	2	3	3	1
BBA 404.6	Understand and describe the conceptual framework of control and techniques of control.	3	1	2	3	3	-	3	2	1



Sample Question Paper

Amity Business School Department of Management I MID-SEMESTER (SEM – IV) 2023-24						
Class: BBA IV Semester						
Subjects Name: BBA 404 Entrepreneurship Development			Time: 2 hours		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 3, Q. 6	Q. 1	-	Q. 5	-
Students will be able to:						
CO 1: Knowledge of principles of management and school of management thoughts.						
CO 2: Understand the significance of planning, and decision making.						
CO Map	Question No.	Question				Marks
CO 1	1.	Discuss the scope and nature of management.				5
CO 1	2.	Define Administration.				5
CO 1	3.	Explain the salient features of neo- classical theory of management with the human relations approach and behavioral science approach.				5
CO 2	4.	What are the objectives of planning? State any four limitations of planning.				5
CO 2	5.	Describe in detail the various types of organizational plans.				5
CO 2	6.	Discuss the steps of decision – making process				5

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





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Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	404
Subject Name	Entrepreneurship Development
Attainment Level	48% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL
Course Handout
Course : E - Commerce
Course Code : BBA 405, Credits : 04, Session :2023-24(Even Sem.), Class : BBA
Faculty Name :

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

Course Outcomes: At the end of the course, students will be able to:

BBA 405.1. To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

BBA 405.2. Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

BBA 405.3. To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

BBA 405.4. Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce.

BBA 405.5. To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

Programme Outcomes:

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

[PO.2]. Handling of trade, commerce and industry: The course will develop the required



knowledge, skills and attitude for the handling of trade, commerce and industry

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

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

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

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

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

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

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

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

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I: E-Commerce Concept

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

Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment

system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

Module III: E-Marketing Applications in B2B

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

Module IV: E-Finance Applications in Governance,

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

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

Module V: E-Payment Emerging Business Models

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

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

Examination Scheme:



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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

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

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning, definition, concept, features, function of E-Commerce,	Lecture	BBA 405.1	Mid Term-1, Quiz & End Sem Exam
2	E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
3	limitations of E- Commerce, precaution for secure E-Commerce, proxy services.	Lecture	BBA 405.1..	Mid Term-1, Quiz & End Sem Exam
4	Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
5	Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
6	Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
7	Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
8	Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E Commerce	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
9	Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce	Lecture	BBA 405.1	Mid Term-1, Quiz & End Sem Exam
10	Consumers' shopping procedure on the internet; Online travel tourism services;	Lecture	BBA 405.1.	Mid Term-1, Quiz & End Sem Exam
11	Benefits and Impact of e- commerce on travel industry; Online stock trading and its benefits;	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
12	Online banking and its benefits; Online financial services and their future; Instant Paid payment system-Debit card, direct debit.	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
13	Online banking and its benefits;	Lecture	BBA 405.2.	Mid Term-1,
	Online financial services and their future; Instant Paid			Quiz & End Sem



	payment system- Debit card, direct debit.			Exam
14	Online banking and its benefits; Online financial services and their future; Instant Paid payment system-Debit card, direct debit.	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
15	Online banking and its benefits; Online financial services and their future; Instant Paid payment system-Debit card, direct debit.	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
16	Online banking and its benefits; Online financial services and their future; Instant Paid payment system-Debit card, direct debit.	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
17	Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards E-Auction Applications in B2C- E-Banking,	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
18	E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
19	E-Trading. - Introduction and overview of these concepts. Application of	Lecture	BBA 405.2.	Mid Term-1, Quiz &
	B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts			End Sem Exam
20	Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic conceptsdemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.	Lecture	BBA 405.2.	Mid Term-1, Quiz & End Sem Exam
21	Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b;	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
22	Characteristics of the supplier- oriented marketplace,	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
23	Buyer-oriented marketplace, and Intermediary-oriented marketplace;	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
24	Benefits of b2b on procurement reengineering;	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
25	Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
26	Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
27	Marketing issue in E- Marketing, Promoting your E-Business.Direct marketing, one to one marketing.	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
28	E-government;E- governance – applications of the internet;Concept of government-to-business, business-to-government and citizen-to- government;	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
29	E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem



	Banking.			Exam
30	E-Trading- Stock marketing, trading v/s E-Trading, Importance of E- Trading, Advantages of E-trading, operational aspects of E-Trading.	Lecture	BBA 405.3.	Mid Term-2, Quiz & End Sem Exam
31	E-Trading- Stock marketing, trading v/s E- Trading, Importance of E- Trading, Advantages of E- trading, operational aspects of E-Trading.	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
32	E-Trading- Stock marketing, trading v/s E-Trading, Importance of E- Trading, Advantages of E-trading, operational aspects of E-Trading.	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
33	E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E- Trading	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
34	E-Trading- Stock marketing, trading v/s E-Trading, Importance of E- Trading, Advantages of E-trading, operational aspects of E-Trading.	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
35	E-Trading- Stock marketing, trading v/s E-Trading, Importance of E- Trading, Advantages of E-trading, operational aspects of E-Trading.	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
36	Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India. Transactions through Internet, Requirements of E-payment system,	Lecture	BBA 405.4.	Mid Term-2, Quiz & End Sem Exam
37	Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.	Lecture	BBA 405.4.	Quiz & End Sem Exam
38	Transactions through Internet, Requirements of E-Payment system,	Lecture	BBA 405.4.	Quiz & End Sem Exam
39	Post paid payment system- Credit card solutions, cyber cash Internet cheques.	Lecture	BBA 405.4.	Quiz & End Sem Exam
40	Preparation of statement showing allocation of gross liability and net liability.	Lecture	BBA 405.4.	Quiz & End Sem Exam
41	Preparation of statement showing allocation of gross liability and net liability	Lecture	BBA 405.4.	Quiz & End Sem Exam
42	Preparation of statement showing allocation of gross liability and net liability.	Lecture	BBA 405.4.	Quiz & End Sem Exam
43	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.	Lecture	BBA 405.5.	Quiz & End Sem Exam
44	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.	Lecture	BBA 405.5.	Quiz & End Sem Exam
45	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.	Lecture	BBA 405.5.	Quiz & End Sem Exam
46	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.	Lecture	BBA 405.5.	Quiz & End Sem Exam
47	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash,	Lecture	BBA 405.5.	Quiz & End Sem Exam



	Netcash, cybercash, smart cards.			
48	Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.	Lecture	BBA 405.5.	Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BBA405.1	To focuses on the three major driving forces that permeate all aspects of e-commerce: business development, strategy, technological innovations, social and legal issues and impacts.	3	2	1	1	1	1	1	1	1	1
BBA405.2	Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.	3	2	1	1	1	1	1	1	1	1
BBA405.3	To know the concept of e- commerce and its revolution on. Understand current Internet business models and strategies	1	2	1	1	1	1	1	1	1	2
BBA405.4	Able to Explain and develop solutions for implement e- commerce web presence. Discuss major ethical and legal issues surrounding e-commerce	1	1	1	1	2	1	2	1	1	2
BBA405.5	To understand implement, in simulation or authentically, an e- commerce presence. Create a marketing and promotion al plan for an e-commerce presence.	2	2	1	1	1	1	1	1	1	2



Sample Question Paper

Amity Business School Department of Management studies I MID-SEMESTER (SEM –IV) 2023-24 Class: B.Com.(H) IV Semester						
Subject Name: E Commerce BBA 405			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q 6	
Student will be able to						
CO1: List the broad perceptive of corporate accounting. CO2: Apply buyback and balance sheet models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the functions of ecommerce.				3
CO1	Q.2a	What are the essential features of digital marketing?				3
	Q.2b	Write a short note on SEO.				3
CO1	Q.3	State the significance of digital marketing in present scenario.				6
CO2	Q.4	Explain functions of W.W.W.				3
CO2	Q.5a	Elaborate B to B, B to C and C to C.				3
	Q.5b	Write short note on development of e-commerce in India.				3
CO2	Q 6	Evaluating the role of digital marketing in development of the economy.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	405
Subject Name	E- Commerce
Attainment Level	58% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course : Human Resource Management
Course Code : BBA 406, Credits : 03 Session :2023-24 (Even Sem.), Class : BBA
Faculty Name :

PROGRAMME OUTCOMES

Bachelor of Commerce 2023-2024

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

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

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

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

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

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

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

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

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and



analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

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

Program Specific Outcomes:

[PSO1] : Analyze the business environment and assess its impact on Human Resource Management

[PSO2] : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

PROGRAM ME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO 1	PSO 2	
IV SEM	BBA 406	1	-	1	2	2	2	2	2	3	-	2	2	





AMITY UNIVERSITY

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR AMITY BUSINESS SCHOOL
Course Handout
Course : Human Resource Management
Course Code : BBA 406 , Credits : 03, Session :2023-24(Even Sem.), Class : BBA
Faculty Name : Dr Kul Prakash

Introduction: The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

Course Outcomes: At the end of the course, students will be able to:

BBA 406.1 Understand basic concepts of Human Resource Management

BBA 406 2.Analyse Human Resource Planning

BBA 406.3 Apply Promotion and Transfer Policy

Program Outcomes:

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

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

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

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

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

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

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



ultimately leading to national development.

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

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

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

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Course Contents:

Module I- HR Process- Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

Module II – HR Planning- Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

Module III – Promotion, Transfer & Separation- Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

Examination Scheme:

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



Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4th Edition , PHI

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Human Resource Management – Meaning of HRM	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
2	Human Resource Management – Meaning of HRM	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
3	Importance of HRM	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
4	Objectives and functions	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
5	Process of HRM	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
6	systems and techniques	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
7	Role of human resource manager	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
8	duties and Responsibilities of human resource manager.	Lecture	BBA 406.1	Mid Term- 1, Quiz & End Sem. Exam
9	Human Resource planning, Recruitment, Selection and Placement	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
10	Meaning and importance of Human resource planning	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
11	benefits of human resource planning,	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
12	Meaning of recruitment, selection,	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
13	Placement and training – Methods of Recruitment and selection	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
14	Uses of tests in selection	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
15	Uses of tests in selection,	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam



16	Problems involved in placement	Lecture	BBA 406.2	Mid Term- 1, Quiz & End Sem. Exam
17	Induction Process & its benefits to organizations & employees.	Lecture	BBA 406.3	Mid Term- 1, Quiz & End Sem. Exam
18	Induction Process & its benefits to organizations & employees.	Lecture	BBA 406.3	Mid Term- 1, Quiz & End Sem. Exam
19	Promotion and Transfers	Lecture	BBA 406.4	Mid Term- 1, Quiz & End Sem. Exam
20	Purpose of promotion, basis of promotion,	Lecture	BCH 507.4	Mid Term- 2, Quiz & End Sem. Exam
21	meaning of transfer	Lecture	BCH 507.4	Mid Term- 2, Quiz & End Sem. Exam
22	reasons for transfer, types of transfer,	Lecture	BCH 507.4	Mid Term- 2, Quiz & End Sem. Exam
23	types of transfer, right sizing of work force	Lecture	BCH 507.4	Mid Term- 2, Quiz & End Sem. Exam
24	Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.	Lecture	BCH 507.4	Mid Term- 2, Quiz & End Sem. Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes									Correlation Specific Outcomes		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PS O1	PSO 2	PSO 3
BBA 406.1	Understand basic concepts of Human Resource Management						2			2		2	
BBA 406.2	Analyse Human Resource Planning	3	3	3	3	3	2			1		2	2
BBA 406.3	Apply Promotion and Transfer Policy	3	3	3	3	3	2			1		2	2

Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023-24						
Class: B Com (Honors) IV Semester						
Subject Name: BBA 406 Human Resource Management			Time: 2 Hours		Max. Marks: 30	
Levels of questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to:- CO1: Understand basic concepts of Human Resource Management CO2: Analyze Human Resource Planning						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the rational for studying Human Resource Management				3
	Q.2a	Explain Human Resource Management				3
CO1	Q.2b	Explain need of Human Resource Management				3



CO1	Q.3	Discuss duties of HR Manager	6
CO2	Q.4	Explain HR Planning	3
CO2	Q.5a	Explain purpose of HR Planning	3
CO2	Q.5b	Explain importance of HR Planning	3
CO2	Q 6	Explain Induction	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	406
Subject Name	Human Resources Management
Attainment Level	59% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL	
Course Handout	
Course :	INTERNATIONAL BUSINESS Management
Course Code :	BBA 501, Credits : 03 Session :2023-24(Odd Sem.), Class : BBA
Faculty Name :	

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Program Outcomes

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

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

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

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

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

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

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

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

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

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

Program Specific Outcomes :



[PSO1] : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.

[PSO2] : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

PROGRAM ME ARTICULATION MATRIX													
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
V SEM	BBA 501	1	-	1	2	2	2	2	2	3	-	2	2





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL
Course Handout
Course : International Business Management
Course Code BBA 501, Credits : 03, Session :2023-24(Odd Sem.), Class : BBA
Faculty Name : Dr

Introduction: The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

Course Outcomes: At the end of the course, students will be able to:

BBA 501.1 Understand International Business

BBA 501.2 Analyze International Economic Environment

BBA 501.3 Apply Licensing

BBA 501.4 Examine World Trade Organization

Program Outcomes:

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

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

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

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

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

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



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

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

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

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

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

Module II: International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

Module III: Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

Module IV: World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN,SAARC,AAFTA.



Examination Scheme:

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

Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to International Business	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
2	International business approaches	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
3	theories of International business	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
4	problems of international business.	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
5	problems of international business.	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
6	problems of international business.	Lecture	BBA 501.1	Mid Term-1, Quiz & End Sem. Exam
7	Business, Social, Cultural, technological, economic and political	Lecture	BBA 501.2	Mid Term-1, Quiz &



	environment			End Sem. Exam
8	Business, Social, Cultural, technological, economic and political environment	Lecture	BBA 501.2	Mid Term-1, Quiz & End Sem. Exam
9	International trade policies and relations	Lecture	BBA 501.2	Mid Term-1, Quiz & End Sem. Exam
10	– tariffs, subsidies, import quota, voluntary export restraints	Lecture	BBA 501.2	Mid Term-1, Quiz & End Sem. Exam
11	administrative policies	Lecture	BBA 501.2	Mid Term-1, Quiz & End Sem. Exam
12	International Law and business firms.	Lecture	BBA 501.2	Mid Term-1, Quiz & End Sem. Exam
13	Modes of entry-exporting, licensing	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem. Exam
14	Franchising, contracts	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem. Exam
15	contracts of manufacturing, management contracts	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem. Exam
16	turnkey projects,	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem. Exam



17	mergers, acquisitions	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem. Exam
18	Joint ventures.	Lecture	BBA 501.3	Mid Term-1, Quiz & End Sem.
19	Economic Integrations	Lecture	BBA 501.4	Mid Term-2, Quiz & End Sem. Exam
20	Economic Integrations	Lecture	BBA 501.4	Mid Term-2, Quiz & End Sem. Exam
21	custom unions	Lecture	BBA 501.4	Mid Term-2, Quiz & End Sem. Exam
22	common markers, economic unions	Lecture	BBA 501.4	Mid Term 2, Quiz, & End Term
23	GATT, GATS, liberalization of agriculture trade	Lecture	BBA 501.4	Quiz & End Sem. Exam
24	EEC, EEC, ASEAN, SAARC, AAFTA	Lecture	BBA 501.4	Mid Term-2, Quiz & End Sem. Exam

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		P1	O1	P2	O2	P3	O3	P4	O4	P5	O5	P6	O6
BBA 501.1	Understand basic concepts of Insurance	-	-	-	-	-	-	2	-	-	2	-	2
BBA 501.2	Analyse Risk Management	3	3	3	3	3	2	-	-	1	-	2	2
BBA 501.3	Apply Life Assurance	3	3	3	3	3	2	-	-	1	-	2	1
BBA 501.4	Examine the functions of an agent	-	-	2	-	-	2	-	-	1	-	2	1

Sample Question Paper

Amity Business School V MID-SEMESTER (SEM –V) 2023-24						
Class: B Com (Honors) V Semester						
Subject Name: BBA 501 International Business I			Time: 2 Hours		Max. Marks: 30	
Levels of questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to						
CO1: Understand International Business. CO2: Analyse International Economic Environment						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the importance of International Business				3
	Q.2a	Define International Business				3
CO1	Q.2b	Explain technological Environment				3



CO1	Q.3	Differentiate between International and local business	6
CO2	Q.4	Explain Tariff	3
	Q.5a	Explain purpose of subsidies	3
CO2	Q.5b	Explain importance of import quota	3
CO3	Q 6	Explain evolution of licensing	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	501
Subject Name	International Business Management
Attainment Level	40% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global.



Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO3
V SEM	BBA 502	3	1	3	-	-	3	2	1	-	-	3	1	1





AMITY UNIVERSITY

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

AMITY BUSINESS SCHOOL
Course Handout
Course : Personal Financial Planning
Course Code : BBA 502, Credits : 04, Session :2023-24(Odd Sem.), Class : BBA V Year
Faculty Name : Dr. Sudarshana Sharma

Introduction: The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

Course Outcomes: At the end of the course, students will be able to:

BBA 502.1. Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

BBA 502.2. Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

BBA 502.3. Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

BBA 502.4. Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

BBA 502.5. Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

BBA 502.6. Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.



Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I: Introduction to personal financial planning and personal accounting

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

Module III: Introduction to Income tax and Income from salary

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption: - Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u.). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22

Module IV: Income from house property, capital gains and other sources

Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 25, 28, 30, 31, 32.

Module V: 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

Module VI: Retirement & Goal Planning

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth

Module VII Insurance Planning (Life & Medical)

Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.



Examination Scheme:

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

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

Suggested Text/Reference Books: Text:

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

References:

- Khan, M.Y. Financial Services, Tata McGraw Hill

Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Personal Financial Planning:	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
2	Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Financial Assets: Investments in securities	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
7	Mutual Funds, Certificate of Deposits, Foreign Market	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination
8	Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes,	Lecture	BBA 502.1	Mid-Term, Assignment/Quiz & End Sem Examination



9	Introduction to Venture Capital	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	Meaning and Stages of Venture Capital Financing	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
11	Venture Capital Financing in India	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
12	International Experiences in VCI	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
13	Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain)	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	Key features of depository system in India	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Tax treatment of lotteries, puzzles. Sections 23, 24, 25, 28, 30, 31, 32.	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
16	Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax	Lecture	BBA 502.2	Mid-Term, Assignment/Quiz & End Sem Examination
17	Organization and functions of CDSL	Lecture	BBA 502.2	Viva/Quiz & End Sem Examination
18	Gift Tax, Capital Gains Tax, Service tax, Recent Tax savings schemes	Lecture	BBA 502.2	Viva/Quiz & End Sem Examination
19	Brief Introduction of NYSE and NASDAQ	Lecture	BBA 502.2	Viva/Quiz & End Sem Examination
20	Introduction to Factoring Services	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
21	Features of Factoring Services	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
22	Merits and Demerits of Factoring Services	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
23	Cost Benefit analysis	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
24	Introduction to Forfaiting Services	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
25	Features	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination



26	Merits and Demerits	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
27	Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment	Lecture	BBA 502.3	Viva/Quiz & End Sem Examination
28	Introduction to Leasing	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
29	Development of leasing Services	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
30	Definition And types of leasing	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
31	Income generation after retirement, liability management, anticipation of expenses	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
32	Merits and Demerits	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
33	Difference between Leasing and Hire Purchase	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
34	Concept of Insurance, Characteristics of insurance, Concept of risk financing,	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
35	Financial Analysis	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
36	Taxation aspects	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
38	Requirements of an Insurable risk, Advantages and Disadvantages of Insurance	Lecture	BBA 502.4	Viva/Quiz & End Sem Examination
39	Concept and Role of Mutual Funds	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
40	History and Types of Mutual Funds	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
41	Fund Structure & Constituent,	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
42	Selecting the Right Investment Products for Investors,	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
43	Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
44	Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.	Lecture	BBA 502.5	Viva/Quiz & End Sem Examination
45	Credit rating concept of Credit rating	Lecture	BBA 502.6	Viva/Quiz & End Sem Examination
46	Types of credit rating,	Lecture	BBA 502.6	Viva/Quiz & End Sem Examination
47	Advantages and Disadvantages of credit rating,	Lecture	BBA 502.6	Viva/Quiz & End Sem Examination
48	Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.	Lecture	BBA 502.6	Viva/Quiz & End Sem Examination



Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
BBA 502.1	Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.	3	-	3	-	-	3	-	-	-		3	2	-
BBA 502.2	Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system, its key features, Organisation & functions of NSDL & CDSL and get a brief overview of BSE, NSE, NYSE & NASDAQ.	3	-	3	-	-	3	-	-	-		3	3	-
BBA 502.3	Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.	3	-	-	-	-	2	-	-	-		3	3	-
BBA 502.4	Understand concept of Leasing & Hire Purchase, their types, difference between Leasing and Hire- Purchase. Pricing Methodology & Financial Analysis, Taxation, Legal Framework for Leasing & Hire Purchase Companies.	3	-	-	-	-	2	-	-	-		3	3	-
BBA 502.5	Get conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.	3	2	-	-	-	2	-	-	-		3	3	-
BBA 502.6	Understand the concept of Credit rating, Types, Advantages & Disadvantages of credit rating, Credit rating agencies and their methodology and process.	3	-	-	-	-	2	-	-	-		3	3	-



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –V) 2023-24						
Class: BBA V Semester						
Subject Name: BBA 502 Financial Services		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Question Mapping	Q. 1, 2, 4, 5	Q.1, 2, 3,6	Q.2 (b, 3)4, 5	Q.2 b, Q 3 , 5, 6	Q 2(b), 3,	
CO1 : Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. CO2 : (as per CO matrix)						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain Financial System and Its different Component				3
CO2	Q.2a	Explain the concept of Venture Capital Financing.				3
	Q.2b	Explain the different stages of Venture Capital Financing?				3
CO3	Q.3	Explain Cost benefit analysis in factoring services.				6
CO3	Q.4	Discuss the process of Forfeiting services.				3
CO2	Q.5	Write a short note on Depository services in India.				3
	Q.5	Write a brief note on stock exchanges in India.				3
CO2	Q 6	What is Investment Banking? Explain its functions.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	502
Subject Name	Personal Financial Planning
Attainment Level	52% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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



[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA V SEM	BBA504	3	2	3	2	3	1	3	3	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Consumer Behaviour
Course Code : BBA504, Credits : 04, Session : 2023-24(Odd Sem.), Class : BBA 5th Semester
Faculty Name :

Introduction:

To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

Course Outcomes: At the end of the course, students will be able to:

BBA504.1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.

BBA504.2. Identify and explain factors which influence consumer behaviour.

BBA504.3. Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.

BBA504.4. Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

BBA504.5. Use appropriate research approach in consumer decision making process.

BBA504.6. Define behavioural issues within an organisation as a consumer to the industry.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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



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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

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

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

[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the



organization's target market/audience and define the consumer behavior of each segment.

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

PROGRAMME ARTICULATION MATRIX											
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO9
BBA V SEM	BBA504	3	2	3	2	3	1	3	3	1	3

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Introduction

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

Module II: Environmental influences

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.

Module III: Personal influence and Diffusion of Innovation

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

Module IV: Individual determinants of Consumer Behaviour



Personality and self concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

Module V: Consumer Decision process

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

Module VI: Organizational buyer behaviour

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

Text:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Introduction – Consumer Behaviour: Definition and significance.	Lecture	BBA504.1	Mid Term-1, Quiz & End Sem Exam
2.	Introduction – Understanding consumer and market	Group Discussion	BBA504.1	Mid Term-1, Quiz & End Sem Exam
3.	Introduction – Difference in individual	Lecture	BBA504.1	Mid Term-1, Quiz &



	buyer behaviour and organizational buyer behaviour.			End Sem Exam
4.	Introduction – Difference in individual buyer behaviour and organizational buyer behaviour	Lecture	BBA504.1	Mid Term-1, Quiz & End Sem Exam
5.	Introduction – Difference in individual buyer behaviour and organizational buyer behaviour	Lecture	BBA504.1	Mid Term-1, Quiz & End Sem Exam
6.	Introduction – Market segmentation: lifestyle and demographic segmentation	Home Assignment	BBA504.1	Mid Term-1, Quiz & End Sem Exam
7.	Introduction – Market segmentation: lifestyle and demographic segmentation	Lecture	BBA504.1	Mid Term-1, Quiz & End Sem Exam
8.	Introduction – usage segmentation, benefit segmentation. Product positioning.	Case Study	BBA504.1	Mid Term-1, Quiz & End Sem Exam
9.	Introduction – usage segmentation, benefit segmentation. Product positioning.	Lecture	BBA504.1	Mid Term-1, Quiz & End Sem Exam
10.	Environmental influences - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour.	Lecture	BBA504.2	Mid Term-1, Quiz & End Sem Exam
11.	Environmental influences - Subculture.	Home Assignment	BBA504.2	Mid Term-1, Quiz & End Sem Exam
12.	Environmental influences - Meaning and formation of a group. Reference groups.	Lecture	BBA504.2	Mid Term-1, Quiz & End Sem Exam
13.	Environmental influences - Reference groups. Influence of reference groups on consumer behaviour.	Group Discussion	BBA504.2	Mid Term-1, Quiz & End Sem Exam
14.	Environmental influences - Family: Lifecycle and its significance on consumer behaviour.	Lecture	BBA504.2	Mid Term-1, Quiz & End Sem Exam
15.	Environmental influences - Family: Lifecycle and its significance on consumer behaviour.	Lecture	BBA504.2	Mid Term-1, Quiz & End Sem Exam
16.	Environmental influences - Family purchase decision process.	Lecture	BBA504.2	Mid Term-1, Quiz & End Sem Exam
17.	Environmental influences - Family purchase decision process.	Group Discussion	BBA504.2	Mid Term-1, Quiz & End Sem Exam
18.	Personal influence and Diffusion of Innovation - Concept, nature and significance of personal influence.	Case Study	BBA504.3	Mid Term-1, Quiz & End Sem Exam



19.	Personal influence and Diffusion of Innovation - Concept, nature and significance of personal influence.	Group Discussion	BBA504.3	Mid Term-1, Quiz & End Sem Exam
20.	Personal influence and Diffusion of Innovation -Opinion leadership and its role in consumer behaviour.	Lecture	BBA504.3	Mid Term-1, Quiz & End Sem Exam
21.	Personal influence and Diffusion of Innovation -Opinion leadership and its role in consumer behaviour.	Lecture	BBA504.3	Mid Term-2, Quiz & End Sem Exam
22.	Personal influence and Diffusion of Innovation -Concept of product adoption and adoption process.	Group Discussion	BBA504.3	Mid Term-2, Quiz & End Sem Exam
23.	Personal influence and Diffusion of Innovation - Concept of product adoption and adoption process.	Home Assignment	BBA504.3	Mid Term-2, Quiz & End Sem Exam
24.	Personal influence and Diffusion of Innovation - Diffusion of innovation and process of diffusion.	Lecture	BBA504.3	Mid Term-2, Quiz & End Sem Exam
25.	Personal influence and Diffusion of Innovation - Diffusion of innovation and process of diffusion.	Lecture	BBA504.3	Mid Term-2, Quiz & End Sem Exam
26.	Individual determinants of Consumer Behaviour - Personality and self-concept and its relevance in consumer behaviour.	Lecture	BBA504.5	Mid Term-2, Quiz & End Sem Exam
27.	Individual determinants of Consumer Behaviour - Personality and self-concept and its relevance in consumer behaviour.	Lecture	BBA504.5	Mid Term-2, Quiz & End Sem Exam
28.	Individual determinants of Consumer Behaviour - Personality and self-concept and its relevance in consumer behaviour.	Lecture	BBA504.5	Mid Term-2, Quiz & End Sem Exam
29.	Individual determinants of Consumer Behaviour - Motivation: Nature and role of motives and their significance in marketing functions and its importance in buyer behaviour.	Group Discussion	BBA504.5	Mid Term-2, Quiz & End Sem Exam
30.	Individual determinants of Consumer Behaviour - Motivation: Nature and role of motives and their significance in marketing.	Lecture	BBA504.5	Mid Term-2, Quiz & End Sem Exam
31.	Individual determinants of Consumer Behaviour - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam



32.	Individual determinants of Consumer Behaviour - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
33.	Consumer Decision process - Consumer decision process model.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
34.	Consumer Decision process - Consumer decision process model.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
35.	Consumer Decision process - Problem Recognition, Search and Evaluation, Purchasing Process.	Home Assignment	BBA504.6	Mid Term-2, Quiz & End Sem Exam
36.	Consumer Decision process - Problem Recognition, Search and Evaluation, Purchasing Process.	Case Study	BBA504.6	Mid Term-2, Quiz & End Sem Exam
37.	Consumer Decision process - Problem Recognition, Search and Evaluation, Purchasing Process.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
38.	Consumer Decision process - Post-purchase Behaviour: Post Purchase evaluation and Product disposition.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
39.	Consumer Decision process - Post-purchase Behaviour: Post Purchase evaluation and Product disposition.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
40.	Consumer Decision process - Post-purchase Behaviour: Post Purchase evaluation and Product disposition.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
41.	Organizational buyer behaviour - Nature of Organizational Buying.	Home Assignment	BBA504.6	Mid Term-2, Quiz & End Sem Exam
42.	Organizational buyer behaviour - Nature of Organizational Buying.	Case Study	BBA504.6	Mid Term-2, Quiz & End Sem Exam
43.	Organizational buyer behaviour - Factors influencing organizational buyer behaviour.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
44.	Organizational buyer behaviour - Factors influencing organizational buyer behaviour.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
45.	Organizational buyer behaviour - Factors influencing organizational buyer behaviour.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam



46.	Organizational buyer behaviour - Types of decision situations.	Lecture	BBA504.6	Mid Term-2, Quiz & End Sem Exam
47.	Organizational buye b ehaviour - Types of decision situations.	Home Assignment	BBA504.6	Mid Term-2, Quiz & End Sem Exam
48.	Organizational buyer behaviour Organizational buyers' decision process.	Case Study	BBA504.6	Mid Term-2, Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA504.1	Demonstrate how knowledge of consumer behaviour can be applied to marketing.	3	1	1	-	3	2	-	-	1
BBA504.2	Identify and explain factors which influence consumer behaviour.	2	2	1	3	1	3	3	-	-
BBA504.3	Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.	3	3	1	3	3	1	2	1	-
BBA504.4	Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	3	1	-	1	3	1	3	2	1
BBA504.5	Use appropriate research approach in consumer decision making process.	3	2	3	3	3	2	3	3	1
BBA504.6	Define behavioural issues within an organisation as a consumer to the industry	3	1	2	3	3	-	3	2	1



Sample Question Paper

Amity Business School Department of Management I MID-SEMESTER (SEM – I) 2023-24						
Class: BBA I Semester						
Subjects Name: BBA 101 Management Foundations			Time: 2 hours		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1	-	Q. 5	Q. 3
Students will be able to: CO 1: Demonstrate how knowledge of consumer behaviour can be applied to marketing. CO 2: Identify and explain factors which influence consumer behaviour.						
CO Map	Question No.	Question				Marks
CO 1	1.	Define consumer behavior				5
CO 1	2.	State the difference between individual and organizational buying behaviour.				5
CO 1	3.	How can you specify the segmentation of market through lifestyle? Explain with examples.				5
CO 2	4.	What are the internal and external factors that influence buying behaviour?				5
CO 2	5.	What issues of cross- cultural population influence consumer?				5
CO 2	6.	Describe family life cycle.				5





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	4th Semester
Subject Code	504
Subject Name	Consumer Behaviour
Attainment Level	42% of the students secured more than 60% marks.
Note: Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

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



If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA V SEM	BBA505	3	2	3	2	3	1	3	3	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity business School
Course Handout
Course : Service Marketing
Course Code : BBA505, Credits : 04, Session : 2023-24(Odd Sem.), Class : BBA 5th Semester
Faculty Name :

Introduction: The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Outcomes: At the end of the course, students will be able to:

BBA505.1. Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

BBA505.2. Identify the characteristics of the services industry and the modus operandi of consumers.

BBA505.3. Analyse the role and relevance of Quality in Services

BBA505.4. Measure service quality and assess the impact of service quality on consumer Behaviour.

BBA505.5. Identify GAPs between end user and service provider and devise strategies to close them.

BBA505.6. Develop services pricing strategies and identify and analyse best service practices in the industry.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in



the broadest context of changes happening in business management.

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

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

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

[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree/Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address advertising



and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

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

PROGRAMME ARTICULATION MATRIX											
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO9
BBA V SEM	BBA505	3	2	3	2	3	1	3	3	1	3

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Services an Overview

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,

Module II: Consumer Behaviour in Services

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

Module III: Service Quality & Productivity

Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.

Module IV: Service Quality



Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.

Module V: Managing Service Personnel

Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.

Module VI: Pricing and Distribution for Services

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

Text:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Services an Overview - Services: concept, characteristics. Marketing of goods v/s marketing of services.	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
2.	Services an Overview - Significance of services marketing.	Group Discussion	BBA505.1	Mid Term-1, Quiz & End Sem Exam



3.	Services an Overview - Role of services sector in economy.	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
4.	Services an Overview - Role of services sector in economy.	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
5.	Services an Overview - Growth of service sector. Services- Global and Indian Scenario.	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
6.	Services an Overview - Growth of service sector. Services- Global and Indian Scenario.	Home Assignment	BBA505.1	Mid Term-1, Quiz & End Sem Exam
7.	Services an Overview - Introduction to service marketing mix: Seven Ps of Service Marketing,	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
8.	Services an Overview - Introduction to service marketing mix: Seven Ps of Service Marketing,	Case Study	BBA505.1	Mid Term-1, Quiz & End Sem Exam
9.	Services an Overview - Classification of services	Lecture	BBA505.1	Mid Term-1, Quiz & End Sem Exam
10.	Consumer Behaviour in Services - Consumer decision-making process. Consumer Expectations: Concept.	Lecture	BBA505.2	Mid Term-1, Quiz & End Sem Exam
11.	Consumer Behaviour in Services - Factors influencing customer expectation of services	Home Assignment	BBA505.2	Mid Term-1, Quiz & End Sem Exam
12.	Consumer Behaviour in Services - Service encounter and moments of truths.	Lecture	BBA505.2	Mid Term-1, Quiz & End Sem Exam
13.	Consumer Behaviour in Services - Service encounter and moments of truths.	Group Discussion	BBA505.2	Mid Term-1, Quiz & End Sem Exam
14.	Consumer Behaviour in Services - Managing Customer Satisfaction.	Lecture	BBA505.2	Mid Term-1, Quiz & End Sem Exam
15.	Consumer Behaviour in Services - Managing Customer Satisfaction.	Lecture	BBA505.2	Mid Term-1, Quiz & End Sem Exam
16.	Consumer Behaviour in Services - Service failure and recovery.	Lecture	BBA505.2	Mid Term-1, Quiz & End Sem Exam
17.	Consumer Behaviour in Services - Service failure and recovery.	Group Discussion	BBA505.2	Mid Term-1, Quiz & End Sem Exam



18.	Service Quality & Productivity - Managing service operations. Concept of productivity in service context.	Case Study	BBA505.3	Mid Term-1, Quiz & End Sem Exam
19.	Service Quality & Productivity - Approaches to improve productivity. Managing service demand and capacity	Group Discussion	BBA505.3	Mid Term-1, Quiz & End Sem Exam
20.	Service Quality & Productivity - Understanding capacity constraints, understanding demand patterns.	Lecture	BBA505.3	Mid Term-1, Quiz & End Sem Exam
21.	Service Quality & Productivity - Strategies for matching demand and supply	Lecture	BBA505.3	Mid Term-2, Quiz & End Sem Exam
22.	Service Quality & Productivity - service blueprinting,	Group Discussion	BBA505.3	Mid Term-2, Quiz & End Sem Exam
23.	Service Quality & Productivity - service blueprinting,	Home Assignment	BBA505.3	Mid Term-2, Quiz & End Sem Exam
24.	Service Quality & Productivity - physical evidence & Servicescape.	Lecture	BBA505.3	Mid Term-2, Quiz & End Sem Exam
25.	Service Quality & Productivity - physical evidence & Servicescape.	Lecture	BBA505.3	Mid Term-2, Quiz & End Sem Exam
26.	Service Quality - Concept of service quality	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
27.	Service Quality - Gap model of service quality.	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
28.	Service Quality - Gap model of service quality	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
29.	Service Quality - measuring & improving service quality,	Group Discussion	BBA505.4	Mid Term-2, Quiz & End Sem Exam
30.	Service Quality - Concept of SERVQUAL system.	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
31.	Service Quality - Concept of CRM & enhancing quality through it.	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam



32.	Service Quality - Concept of CRM & enhancing quality through it.	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
33.	Service Quality - Introduction to Six Sigma.	Lecture	BBA505.4	Mid Term-2, Quiz & End Sem Exam
34.	Managing Service Personnel - Role of service personnel and developing customer-focused personnel.	Lecture	BBA505.5	Mid Term-2, Quiz & End Sem Exam
35.	Managing Service Personnel - Job characteristics.	Home Assignment	BBA505.5	Mid Term-2, Quiz & End Sem Exam
36.	Managing Service Personnel - Internal marketing,	Case Study	BBA505.5	Mid Term-2, Quiz & End Sem Exam
37.	Managing Service Personnel - Internal marketing,	Lecture	BBA505.5	Mid Term-2, Quiz & End Sem Exam
38.	Managing Service Personnel - Strategies for delivering quality through people.	Lecture	BBA505.5	Mid Term-2, Quiz & End Sem Exam
39.	Managing Service Personnel - Strategies for delivering quality through people.	Lecture	BBA505.5	Mid Term-2, Quiz & End Sem Exam
40.	Managing Service Personnel - Strategies for delivering quality through people.	Lecture	BBA505.5	Mid Term-2, Quiz & End Sem Exam
41.	Pricing and Distribution for Services- Price determinants, pricing modifications. Approaches to pricing services.	Home Assignment	BBA505.6	Mid Term-2, Quiz & End Sem Exam
42.	Pricing and Distribution for Services- Pricing strategies linking to value definitions.	Case Study	BBA505.6	Mid Term-2, Quiz & End Sem Exam
43.	Pricing and Distribution for Services- Customer-focused pricing.	Lecture	BBA505.6	Mid Term-2, Quiz & End Sem Exam
44.	Pricing and Distribution for Services- Channel structures, distribution- growth options.	Lecture	BBA505.6	Mid Term-2, Quiz & End Sem Exam
45.	Pricing and Distribution for Services- Channel structures, distribution- growth options.	Lecture	BBA505.6	Mid Term-2, Quiz & End Sem Exam



46.	Pricing and Distribution for Services- Service industries: insurance, banking, air transportation, courier, education etc.	Lecture	BBA505.6	Mid Term-2, Quiz & End Sem Exam
47.	Pricing and Distribution for Services- Service industries: insurance, banking, air transportation, courier, education etc.	Home Assignment	BBA505.6	Mid Term-2, Quiz & End Sem Exam
48.	Pricing and Distribution for Services- Service industries: insurance, banking, air transportation, courier, education etc.	Case Study	BBA505.6	Mid Term-2, Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA505.1	Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products	3	1	1	-	3	2	-	-	1
BBA505.2	Identify the characteristics of the services industry and the modusoperandi of consumers.	2	2	1	3	1	3	3	-	-
BBA505.3	Analyse the role and relevance of Quality inServices	3	3	1	3	3	1	2	1	-
BBA505.4	Measure service quality and assess the impact of service quality on consumerBehaviour.	3	1	-	1	3	1	3	2	1
BBA505.5	Identify GAPsbetween end user and service provider and devisestrategies to close them.	3	2	3	3	3	2	3	3	1
BBA505.6	Develop services pricing strategies and identify and analyse best service practices inthe industry.	3	1	2	3	3	-	3	2	1



Sample Question Paper

Amity Business School Department of Management I MID-SEMESTER (SEM – V) 2023-24						
Class: BBA V Semester						
Subject Name: BBA505 Services Marketing				Time: 2 hours		Max. Marks: 30
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1	-	Q. 5	Q. 3
<p>Students will be able to:</p> <p>CO 1: Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.</p> <p>CO 2: Identify the characteristics of the services industry and the modus operandi of consumers.</p>						
CO Map	Question No.	Question				Marks
CO 1	1.	What is service marketing? State its features.				5
CO 1	2.	How does service industry influence the economy?				5
CO 1	3.	What impact does the service industry bring in the growth of global and Indian markets?				5
CO 2	4.	Elaborate consumer decision process for services?				5
CO 2	5.	What are the factors that influence the customer expectations?				5
CO 2	6.	State the reasons for service failure.				5





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	5th Semester
Subject Code	BBA 505
Subject Name	Service Marketing

Attainment Level 55% of the students secured more than 60% marks

Note: Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.



PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO3
V SEM	BBA507	3	1	3	-	-	3	2	1	-	-	3	1	1





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course : Financial Services
Course Code : BBA 507, Crédits : 04, Session :2023-24(Odd Sem.), Class : BBA V Year
Faculty Name : Dr. Sudarshana Sharma

Introduction:

The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

Course Outcomes: At the end of the course, students will be able to:

BBA507.1. Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

BBA507.2. Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

BBA507.3. Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

BBA507.4. Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

BBA507.5. Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

BBA507.6. Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.



Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I: Financial Services

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

Module II: Venture Capital & Depository System

Venture Capital , Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ

Module III: Factoring & Forfaiting

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

Module IV: Leasing and Hire Purchase

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

Module V: Mutual funds

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.

Module VI: Credit rating

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

Examination Scheme:

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

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

Suggested Text/Reference Books: Text:

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

References:

- Khan, M.Y. Financial Services, Tata McGraw Hill



Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction-Financial Services	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
2	Overview of Indian Financial System	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	Overview of Indian Financial System	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Components of Indian Financial System	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Role of Financial Services in Economic Development	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Evolution of Financial Services Sector in India	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
7	Investment Banking: Introduction	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
8	Functions of Investment Banking	Lecture	BBA507.1	Mid-Term, Assignment/Quiz & End Sem Examination
9	Introduction to Venture Capital	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	Meaning and Stages of Venture Capital Financing	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
11	Venture Capital Financing in India	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
12	International Experiences in VCI	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination



13	Introduction to Depository System	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	Key features of depository system in India	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Agreement Between Depository and Issuer	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
16	Organization and functions of NSDL	Lecture	BBA507.2	Mid-Term, Assignment/Quiz & End Sem Examination
17	Organization and functions of CDSL	Lecture	BBA507.2	Viva/Quiz & End Sem Examination
18	Brief Introduction of NSE AND BSE	Lecture	BBA507.2	Viva/Quiz & End Sem Examination
19	Brief Introduction of NYSE and NASDAQ	Lecture	BBA507.2	Viva/Quiz & End Sem Examination
20	Introduction to Factoring Services	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
21	Features of Factoring Services	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
22	Merits and Demerits of Factoring Services	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
23	Cost Benefit analysis	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
24	Introduction to Forfaiting Services	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
25	Features	Lecture	BBA507.3	Viva/Quiz & End Sem Examination



26	Merits and Demerits	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
27	Flowchart of Forfeiting services	Lecture	BBA507.3	Viva/Quiz & End Sem Examination
28	Introduction to Leasing	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
29	Development of leasing Services	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
30	Definition And types of leasing	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
31	Meaning of Hire Purchase	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
32	Merits and Demerits	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
33	Difference between Leasing and Hire Purchase	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
34	Pricing methodology	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
35	Financial Analysis	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
36	Taxation aspects	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
38	Legal Framework for Leasing and HirePurchase	Lecture	BBA507.4	Viva/Quiz & End Sem Examination
39	Concept and Role of Mutual Funds	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination



40	History and Types of Mutual Funds	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination
41	Fund Structure & Constituent,	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination
42	Selecting the Right Investment Products for Investors,	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination
43	Comparison of Investment products,	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination
44	Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds	Lecture	BBA 507.5	Viva/Quiz & End Sem Examination
45	Credit rating concept of Credit rating	Lecture	BBA507.6	Viva/Quiz & End Sem Examination
46	Types of credit rating,	Lecture	BBA507.6	Viva/Quiz & End Sem Examination
47	Advantages and Disadvantages of credit rating,	Lecture	BBA507.6	Viva/Quiz & End Sem Examination
48	Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign CreditRating Practices.	Lecture	BBA507.6	Viva/Quiz & End Sem Examination

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3



BBA 507.1	Get Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.	3	-	3	-	-	3	-	-	-	3	2	-
BBA 507.2	BBA507.2. Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation & functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.	3	-	3	-	-	3	-	-	-	3	3	-
BBA 507.3	BBA507.3. Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.	3	-	-	-	-	2	-	-	-	3	3	-
BBA 507.4	BBA507.4. Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire- Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.	3	-	-	-	-	2	-	-	-	3	3	-
BBA 507.5	BBA507.5. Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right	3	2	-	-	-	2	-	-	-	3	3	-
	Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.												
BBA 507.6	BBA507.6. Understand the concept of Credit rating, Types, Advantages & Disadvantages of credit rating, Credit rating agencies & their methodology and process.	3	-	-	-	-	2	-	-	-	3	3	-



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –V) 2023-24						
Class: BBA V Semester						
Subject Name: BBA 507 Financial Services			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Question Mapping	Q. 1, 2, 4, 5	Q.1, 2, 3,6	Q.2b, 3,4,5	Q.2b, Q3, 5, 6	Q 2(b), 3,	
CO1 : Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. CO2 :						
CO Map	Question No.	Question				Mar ks
CO1	Q. 1	Explain Financial System and Its different Component				3
CO2	Q. 2a	Explain the concept of Venture Capital Financing.				3
	Q. 2b	Explain the different stages of Venture Capital Financing?				3
CO3	Q. 3	Explain Cost benefit analysis in factoring services.				6
CO3	Q. 4	Discuss the process of Forfeiting services.				3
CO2	Q. 5	Write a short note on Depository services in India.				3
	Q. 5	Write a brief note on stock exchanges in India.				3
CO2	Q 6	What is Investment Banking? Explain its functions.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 5th Semester
Subject Code BBA 507
Subject Name Financial Services

Attainment Level 31% of the students secured more than 60% marks

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1 IF 70% of
Level 2 students secure more than 60% marks then level 2 IF
Level 3 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO3
V SEM	BBA5 09	-	-	3	2	-	3	3	-	-	-	3	3	3





AMITY BUSINESS SCHOOL
Course Handout
Course : Financial Derivatives
Course Code : BBA 509, Credits : 04, Session :2023-24(Odd Sem.), Class : BBA 3 rd Year
Faculty Name : Dr. Sudarshana Sharma

Introduction:

This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

Course Outcomes: At the end of the course, students will be able to:

BBA509.1. Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

BBA509.2. Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

BBA509.3. Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payload graphs), Types of Stock options.

BBA509.4. Understand the concept of Option Valuation and Trading strategies.

BBA509.5. Get an overview on Swaps, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

BBA509.6. Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.



Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
Evaluation	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
	Attendance	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I:



Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

Module II:

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

Module III:

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

Module IV: Principles of trading & Hedging with Options

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

Module V: Swaps

Terminology:- LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

Module VI: Recent Developments

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

Examination Scheme:

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

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

Suggested Text/Reference Books: Text:

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

References:



- Gupta, S .L., Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to the course	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
2	Derivative Trading-Meaning, Characteristics of Derivatives	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Importance of derivatives as an investment option	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Introduction to types of derivatives	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Participants in derivatives market (Hedgers, Speculators , Arbitrageurs	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
7	Evolution of Derivates markets in India	Lecture	BBA509.1	Mid-Term, Assignment/Quiz & End Sem Examination
8	Forward Contracts: Limitations of Forward Markets	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
9	Difference between forwards and futures	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	Early Delivery, Extensions& Cancellation of forward contracts	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination



11	Futures terminology	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
12	Pricing of Futures contract, introduction to currency future	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
13	Interest Rate Futures	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	Treasury Bond Futures	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Eurodollar futures, commodity futures	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
16	Problem solving session	Lecture	BBA509.2	Mid-Term, Assignment/Quiz & End Sem Examination
17	Introduction to Options	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
18	Terminology - call, put, writer, buyer, premium	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
19	Intrinsic value, time value, expiry date, settlement date	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
20	Strike price, ATM, OTM & ITM	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
21	Options positions (payoff graphs)	Lecture	BBA509.3	Viva/Quiz & End Sem Examination



22	Types of Stock options, futures options vs spot options	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
23	Options on stock Indices, currencies & futures	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
24	Warrants & executive stock options, Exotic options	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
25	Problem Solving Session	Lecture	BBA509.3	Viva/Quiz & End Sem Examination
26	Principles of trading & Hedging with Options	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
27	Option Valuation: The BS-Merton Model	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
28	Solving for BS model, assumption	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
29	application and criticism),	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
30	Trading strategies - Option trading using bull and bear spreads (payoff graphs)	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
31	Trading strategies - Option trading using bull and bear spreads (payoff graphs	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
32	Trading strategies - Option trading using bull and bear spreads (payoff graphs	Lecture	BBA509.4	Viva/Quiz & End Sem Examination



33	Trading strategies - Option trading using bull and bear spreads (payoff graphs	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
34	Practical session on using option strategies in derivatives trading	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
35	Practical session on using option strategies in derivatives trading	Lecture	BBA509.4	Viva/Quiz & End Sem Examination
36	Swaps: Introduction	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
38	Terminology:- LIBOR, MIBOR,	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
39	Swap basis, Interest rate swaps,	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
40	swap zero rates	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
41	Currency swaps:	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
42	Various types of swaps & features,	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
43	Introduction to Swaptions.	Lecture	BBA509.5	Viva/Quiz & End Sem Examination
44	New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.	Lecture	BBA 509.6	Viva/Quiz & End Sem Examination



45	Role of derivatives in the economic meltdown of 2007 - 2008,	Lecture	BBA 509.6	Viva/Quiz & End Sem Examination
46	Major Derivative mishaps in the world including The Baring Bank disaster (1995),	Lecture	BBA 509.6	Viva/Quiz & End Sem Examination
47	The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)	Lecture	BBA 509.6	Viva/Quiz & End Sem Examination
48	Problem Solving Session	Lecture	BBA 509.6	Viva/Quiz & End Sem Examination

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
BBA 509.1.	Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign	-	-	3	-	-	3	-	-	-	-	3	3	3
	Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.													



BBA 509. 2	Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts	-	-	3	-	-	3	-	-	-	3	3	2
BBA 509. 3	Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.	3	3	-	3	-	3	3	-	-	3	3	2
BBA 509. 4	Understand the concept of Option Valuation and Trading strategies.	-	-	3	-	-	2	3	-	-	3	3	2
BBA 509. 5	Get an overview on Swaps, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.	-	-	3	-	-	2	3	-	-	3	3	2
BBA 509. 6	Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.	-	-	3	3	-	2	-	-	-	1	2	-



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –V) 2023-24						
Class: BBA V Semester						
Subject Name: BBA 509 Financial Derivatives			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 1, 2	Q.1, 2, 5	Q.4, 5, 6	Q2b, Q3, 5, 6	Q 5 and 6	
<p>Student will be able to CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts. CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.</p>						
CO Map	Question No.	Question				Marks
CO1	Q. 1	What is a derivative? Explain the characteristics of a derivative.				3
CO2	Q. 2a	What is meant by a futures? Explain different types of futures contracts.				3
	Q. 2b	A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT)				3
CO2	Q. 3	Explain the following concepts with reference to future contracts: Short Position and Long Position Speculation with Futures Margin				6
CO3	Q. 4	What are options? Explain the concepts of strike price, underlying price and option premium.				3
CO2	Q. 5	Explain the different types of future contracts.				3
	Q. 5	Differentiate between future and forwards contracts.				3
CO1	Q 6	What are stock indices? Discuss about few of the Indian stock indices with their basis.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	5th Semester
Subject Code	BBA 509
Subject Name	Financial Derivatives
Attainment Level	49% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.



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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
SEM	BBA 5103		1	1	3	1	2	2	1	1





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR	
AMITY BUSINESS SCHOOL	
Course Handout	
Course :	ORGANISATIONAL DEVELOPMENT AND CHANGE
Course Code : BBA 510, Credits : 04, Session :2023-24Even Sem.), Class : BBA. 5th Year	
Faculty Name :	

Introduction:

The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

Course Outcomes: At the end of the course, students will be able to:

BBA 510.1. Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

BBA 510.2. Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

BBA 510.3. Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

BBA 510.4. Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.

BBA 510.5. Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.

BBA 510.6. Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.



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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

Assessment Plan:



Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Organizational Development

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

Module II: Organizational Development Process

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

Module III: Structural and Comprehensive OD interventions

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

Module IV: Change Management

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

Module V: Implementation of Change Models

Lewin's force field analysis, Kotler's eight step model, action research model.

Total Quality Management, Business Process Reengineering, Learning Organization.

Module VI: Trends in OD

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

Assignment : Experiential learning: Managing leadership talent to support change (Class activity)
Designing organizational diagnosis tool (Class activity)

Cases study: Change management success and failure

Examination Scheme:

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



Text & References:

Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

References:

- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Organizational development: Definition and scope.	Lecture	BBA 510.1.	Mid Term-1, Quiz & End Sem Exam
2	Concept of characteristics & importance OF OD	Lecture	BBA 510.1.	Mid Term-1, Quiz & End Sem Exam
3	values and assumption underlying organization development (OD).	Lecture	BBA 510.1.	Mid Term-1, Quiz & End Sem Exam
4	Organizational Development: Case studies	Lecture	BBA 510.1.	Mid Term-1, Quiz & End Sem Exam
5	Organizational Development Process: Introduction	Lecture	BBA 510.2.	Mid Term-1, Quiz & End Sem Exam
6	OD process	Lecture	BBA 510.2.	Mid Term-1, Quiz & End Sem
7	Steps involved in OD	Lecture	BBA 510.2.	Mid Term-1, Quiz & End Sem Exam



8	Role of Managers	Lecture	BBA 510.2.	Mid Term-1, Quiz & End Sem Exam
9	Factors affecting OD	Lecture	BBA 510.2.	Mid Term-1,
				Quiz &
				End Sem
				Exam
10	Techniques of organizational diagnosis	Lecture	BBA 510.2.	Mid Term 1, Quiz & End Sem
11	Questionnaires, interviews	Lecture	BBA 510.2.	Mid Term 1, Quiz & End Sem
12	Structural and Comprehensive OD interventions	Lecture	BBA 510.3.	Mid Term 1, Quiz & End Sem
13	Classification of OD interventions	Lecture	BBA 510.3.	Mid Term 1, Quiz & End Sem
14	Human Process, Techno Sctuctural	Lecture	BBA 510.3.	Mid Term 1, Quiz & End Sem
15	HRM, Strategic interventions,	Lecture	BBA 510.3.	Mid Term-1, Quiz & End Sem
16	Evaluation of interventions	Lecture	BBA 510.3.	Mid Term-1, Quiz & End Sem Exam
17	Institutionalization of intervention	Lecture	BBA 510.3.	Mid Term-1, Quiz & End Sem Exam



18	Change Management : Need for the change	Lecture	BBA 510.4.	Mid Term-1, Quiz & End Sem Exam
19	Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,	Lecture	BBA 510.4.	Mid Term-1, Quiz & End Sem Exam
20	Technological Techniques involved in change management,	Lecture	BBA 510.4.	Mid Term-1, Quiz & End Sem Exam
21	Legal techniques involved in change management,	Lecture	BBA 510.4.	Quiz & End Sem Exam
22	Political, Social and cultural factors of change, Models and Techniques involved in change management,	Lecture	BBA 510.4.	Quiz & End Sem Exam
23	cultural factors of change, Models and Techniques involved in change management,	Lecture	BBA 510.4.	Quiz & End Sem Exam
24	Models and	Lecture	BBA 510.4.	Quiz &
	Techniques involved in change management.			End Sem Exam
25	Implementation of Change Models	Lecture	BBA 510.5.	Quiz & End Sem Exam
26	Lewin's force field analysis,	Lecture	BBA 510.5.	Quiz & End Sem Exam
27	Kotler's eight step model	Lecture	BBA 510.5.	Quiz & End Sem Exam
28	Action research model.	Lecture	BBA 510.5	Quiz & End Sem Exam
29	Action research model: case study	Lecture	BBA 510.5.	Quiz & End Sem Exam



30	Total Quality Management: meaning	Lecture	BBA 510.5.	Quiz & End Sem Exam
31	Business Process Reengineering	Lecture	BBA 510.5.	Quiz & End Sem Exam
32	Business Process Reengineering: case study	Lecture	BBA 510.5.	Quiz & End Sem Exam
33	Learning Organization: Introduction	Lecture	BBA 510.5.	Quiz & End Sem Exam
34	Learning Organization: case study	Lecture	BBA 510.5.	Quiz & End Sem Exam
35	Trends in OD: introduction	Lecture	BBA 510.6	Quiz & End Sem Exam
36	Trends in OD: case study	Lecture	BBA 510.6.	Quiz & End Sem Exam
37	Role of OD:	Lecture	BBA 510.6.	Quiz &
	Introduction			End Sem Exam
38	Styles of OD practitioners	Lecture	BBA 510.6.	Quiz & End Sem Exam
39	Role & styles of OD practitioners: case study	Lecture	BBA 510.6.	Quiz & End Sem Exam
40	OD-HRD interface: Introduction	Lecture	BBA 510.6.	Quiz & End Sem Exam
41	OD-HRD interface: case study	Lecture	BBA 510.6.	Quiz & End Sem Exam



42	OD in global settings	Lecture	BBA 510.6.	Quiz & End Sem Exam
43	contemporary OD issues for today's managers.	Lecture	BBA 510.6.	Quiz & End Sem Exam
44	Experiential learning	Lecture	BBA 510.6.	Quiz & End Sem Exam
45	Managing leadership talent to support change (Class activity)	Lecture	BBA 510.6.	Quiz & End Sem Exam
46	Designing organizational diagnosis tool (Class activity)	Lecture	BBA 510.6.	Quiz & End Sem Exam
47	Cases study: Change management success and failure	Lecture	BBA 510.6.	Quiz & End Sem Exam
48	OD in global settings: case study	Lecture	BBA 510.6.	Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)



CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA 510.1	Able to Understand the concept of organizational development and analyzing the values and assumption underlying organization development (OD).	1	1	3	2	1	1	1	1	3
BBA510.2.	Know the basic of organizational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organizational diagnosis.	1	1	3	3	1	1	2	2	1
BBA510.3.	Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.	1	1	3	3	2	1	1	1	3
BBA510.4.	Describe the role of change management and factors causing change with contemporary model & techniques involved in change management.	3	1	2	1	1	1	2	1	1
BBA510.5.	Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.	1	1	3	2	3	2	2	1	1
BBA 510.6.	Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers .	2	2	1	2	1	1	3	1	1



Sample question Paper

Amity Business School I MID-SEMESTER (SEM –V) 2023-24						
Class: BBA V Semester						
Subject Name: BBA 510		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.5,6		
<p>Student will be able to</p> <p>CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).</p> <p>CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.</p> <p>CO3 : Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.</p> <p>CO4: Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.</p> <p>CO5: Demonstrate the applications and implementation of change models by implementing the Lewin’s force model field analysis and Kotler’s eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.</p> <p>CO6: Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today’s managers .</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the basic concept of Organisational Development and its importance and philosophy.				6
CO2	Q.2	What are the different values and assumptions underlying organisational development?				6
CO3	Q.3	Write the name of Classifications of organizational Development Interventions.				3
CO1	Q.4	Describe the different Techniques of organizational development.				6
CO1	Q.5	Demonstrate the functions related to training styles.				6
CO2	Q .6.	Write short note on steps involved in OD.				3

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24

Course Name BBA

Semester 5th Semester

Subject Code BBA 510

Subject Name Organizational Development & Change

Attainment Level 44% of the students secured more than 60% marks

Note:

Attainments Rubric

Level 1 IF 60% of students secure more than 60% marks then level 1

Level 2 IF 70% of students secure more than 60% marks then level 2

Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High). If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
V SEM	BBA 511	3	1	1	3	1	2	2	1	1





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL
Course Handout
Course : Training and Development
Course Code : BBA 511, Crédits : 04, Session :2023-24Even Sem.), Class : BBA. 3rd Year
Faculty Name :

Introduction:

The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

Course Outcomes: At the end of the course, students will be able to:

BBA 511.1. Able to Understand the concept of Training and its strategy in relations to education, culture and context.

BBA 511.2. Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.

BBA 511.3. Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.

BBA 511.4. Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.

BBA 511.5. Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

BBA 511.6. Able to understand the Executive Development significance and identify the role of HRD in 21st century.

Programme Outcomes:

[[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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



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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester	End Semester Examination	EE	70%



Examination			
Total			100%



Syllabus

Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

Module II: Process of Training

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

Module IV: Training Systems

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

Module V: Changes in Training Needs for Modern Organizations. Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

Module VI: Development

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21st Century.

Assignment – Visit an Organization & find out their training needs.

Examination Scheme:

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

Text & References:

Text:

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

References

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO



1	What is training? definition and scope.	Lecture	BBA 511.1.	Mid Term-1, Quiz & End Sem Exam
2	Concept of training Strategy.	Lecture	BBA 511.1.	Mid Term-1, Quiz & End Sem Exam
3	Nature, Importance, Philosophy, Objectives: Training	Lecture	BBA 511.1.	Mid Term-1, Quiz & End Sem Exam
4	Definition, Goals: Training vs. education	Lecture	BBA 511.1.	Mid Term-1, Quiz & End Sem Exam
5	Process of Training	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
6	Establishing objectives, training need assessment	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
7	Person Analysis	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
8	Task Analysis	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
9	Organization Analysis	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
10	Designing the programs: Introduction and steps	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem Exam
11	Designing the programs	Lecture	BBA 511.2.	Mid Term-1, Quiz & End Sem



				Exam
12	Training methods: off the job	Lecture	BBA 511.2.	Mid Term-1,
				Quiz &
				End Sem
				Exam
13	Training methods: on the job	Lecture	BBA 511.2.	Mid Term-1,
				Quiz &
				End Sem
				Exam
14	Training methods: off the job : implications	Lecture	BBA 511.2.	Mid Term-1,
				Quiz &
				End Sem
				Exam
15	Trainers: Role ,importance and significance	Lecture	BBA 511.2.	Mid Term-1, Quiz &
				End Sem
				Exam
16	Training styles : Introduction and methods	Lecture	BBA 511.2.	Mid Term-1, Quiz &
				End Sem
				Exam
17	Training styles : case studies	Lecture	BBA 511.2.	Mid Term-1,
				Quiz & End Sem
				Exam
18	Introduction to Management Development program: Introduction	Lecture	BBA 511.2.	Mid Term-1, Quiz&
				End Sem
				Exam
19	Evaluation of Training & Development : Introduction	Lecture	BBA 511.3.	Mid Term-1, Quiz & End Sem
				Exam
20	Training Evaluation role and significance	Lecture	BBA 511.3.	Mid Term-1,
				Quiz &
				End Sem
				Exam
21	Need for evaluation: Training	Lecture	BBA 511.3.	Quiz & End Sem
				Exam
22	Measuring Training Effectiveness: Introduction	Lecture	BBA 511.3.	Quiz & End Sem
				Exam
23	Concept of Return on Investment: Introduction	Lecture	BBA 511.3.	Quiz & End Sem
				Exam
24	Cost – Benefit Analysis: Introduction :	Lecture	BBA 511.3.	Quiz & End Sem
				Exam



25	Models of Training Evaluation: Introduction	Lecture	BBA 511.3.	Quiz & End Sem Exam
26	Models of Training Evaluation: The Kirkpatrick- Phillips Model	Lecture	BBA 511.3.	Quiz & End Sem Exam
27	Models of Training Evaluation: Anderson's Value of Learning Model	Lecture	BBA 511.3.	Quiz & End Sem Exam
28	Models of Training Evaluation: Brinkerhoff's Success Case Method.	Lecture	BBA 511.3	Quiz & End Sem Exam
29	Learning Transfer Evaluation Model (LTEM).	Lecture	BBA 511.3.	Quiz & End Sem Exam
30	Models of Training Evaluation: summary	Lecture	BBA 511.3.	Quiz & End Sem Exam
31	Training Systems: Introductions	Lecture	BBA 511.4.	Quiz & End Sem Exam
32	Action Research for better training: Introductions	Lecture	BBA 511.4.	Quiz & End Sem Exam
33	knowledge management: Importance	Lecture	BBA 511.4.	Quiz & End Sem Exam
34	career development: Introductions	Lecture	BBA 511.4.	Quiz & End Sem Exam
35	Retirement benefits, Employees' service benefits: Types	Lecture	BBA 511.4	Quiz & End Sem Exam
36	succession planning: Introduction: steps	Lecture	BBA 511.4.	Quiz & End Sem Exam
37	Diversity training: Introduction and steps	Lecture	BBA 511.4.	Quiz & End Sem Exam
38	Orientation training: introduction and steps	Lecture	BBA 511.4.	Quiz & End Sem Exam
39	Changes in Training Needs for Modern Organizations	Lecture	BBA 511.5.	Quiz & End Sem Exam
40	Concept and Need for Learning Organizations, Trainer Identification)	Lecture	BBA 511.5.	Quiz & End Sem Exam
41	Training for Trainers	Lecture	BBA 511.5.	Quiz & End Sem Exam
42	Leadership	Lecture	BBA 511.5.	Quiz & End Sem Exam
43	Basics of Sensitivity Training, Computer Based Training.	Lecture	BBA 511.5.	Quiz & End Sem Exam
44	Training transfer to workplace	Lecture	BBA 511.5.	Quiz & End Sem Exam
45	Executive Development: significance & nature	Lecture	BBA 511.6.	Quiz & End Sem Exam



46	Identifying development needs	Lecture	BBA 511.6.	Quiz & End Sem Exam
47	Setting objectives. Techniques of development and advantages	Lecture	BBA 511.6.	Quiz & End Sem Exam
48	Role of HRD in 21st Century.	Lecture	BBA 511.6.	Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA 511.1	Able to Understand the concept of Training and its strategy in relations to education, culture and context.	1	1	3	2	1	1	1	1	3
BBA511.2	Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.	1	1	3	3	1	1	2	2	1
BBA511.3	Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.	1	1	3	3	2	1	1	1	3
BBA511.4	Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.	3	1	2	1	1	1	2	1	1
BBA511.5	Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.	1	1	3	2	3	2	2	1	1
BBA 511.6.	Able to understand the Executive Development significance and identify the role of HRD in 21 century.	2	2	1	2	1	1	3	1	1

Sample question Paper

Amity Business School IMID-SEMESTER (SEM –V) 2023-24 Class: BBA V Semester
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Subject Name: BBA 511 Training and Development		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.5,6		
<p>Student will be able to</p> <p>CO1: Able to Understand the concept of Training and its strategy in relations to education, culture and context .</p> <p>CO2: Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <p>CO3 : Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.</p> <p>CO4: Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.</p> <p>CO5: Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.</p> <p>CO6: Able to understand the Executive Development significance and identify the role of HRD in 21st century.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the basic concept of Training and its importance and philosophy.				6
CO2	Q.2	What are the different training need assessment?				6
CO3	Q.3	Write a short note on: Management development program.				3
CO1	Q.4	Describe the different classification of training and methods .				6
CO1	Q.5	Demonstrate the functions related to training styles.				6
CO2	Q .6.	Write short note on: Training strategy				3

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 5th Semester
Subject Code BBA 511
Subject Name Training & Development

Attainment Level Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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



[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA VI SEM	BBA605	3	2	3	2	3	1	3	3	1





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Amity Business School
Course Handout
Course : Brand Management
Course Code : BBA605, Credits : 04, Session : 2023-24(Even Sem.), Class : BBA 6th Semester
Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi

Introduction: The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

Course Outcomes: At the end of the course, students will be able to:

BBA605.1. Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

BBA605.2. Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

BBA605.3. Acquire knowledge and understand the brand elements and develop product and price strategies.

BBA605.4. Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

BBA605.5. Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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



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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

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

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



[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

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

PROGRAMME ARTICULATION MATRIX											
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO9
BBA VI SEM	BBA605	3	2	3	2	3	1	3	3	1	3

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I: Introduction

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

Module II: Brand Positioning and value

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

Module III: Brand Marketing

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

Module IV: Brand Performance and Branding strategies

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

Module V: Managing Brands

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

Module VI: The Indian Scenario

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

Lecture Plan



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Introduction - Meaning and importance of brands.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
2.	Introduction - Meaning and importance of brands.	Group Discussion	BBA605.1	Mid Term-1, Quiz & End Sem Exam
3.	Introduction - Brands v/s products. Challenges and opportunities of branding.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
4.	Introduction - Challenges and opportunities of branding.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
5.	Introduction - Concept of Brand Equity	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
6.	Introduction - Concept of Brand Equity.	Home Assignment	BBA605.1	Mid Term-1, Quiz & End Sem Exam
7.	Introduction - Brand management process.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
8.	Introduction - Brand management process.	Case Study	BBA605.1	Mid Term-1, Quiz & End Sem Exam
9.	Introduction - Role of CRM in building brands.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
10.	Introduction - Role of CRM in building brands.	Lecture	BBA605.1	Mid Term-1, Quiz & End Sem Exam
11.	Brand Positioning and value - Sources of brand equity.	Home Assignment	BBA605.2	Mid Term-1, Quiz & End Sem Exam
12.	Brand Positioning and value - Brand Building.	Lecture	BBA605.2	Mid Term-1, Quiz & End Sem Exam
13.	Brand Positioning and value - Implications of brand building.	Group Discussion	BBA605.2	Mid Term-1, Quiz & End Sem Exam
14.	Brand Positioning and value - Implications of brand building	Lecture	BBA605.2	Mid Term-1, Quiz & End Sem Exam
15.	Brand Positioning and value - Brand positioning:	Lecture	BBA605.2	Mid Term-1, Quiz & End Sem Exam



16.	Brand Positioning and value - Brand positioning	Lecture	BBA605.2	Mid Term-1, Quiz & End Sem Exam
17.	Brand Positioning and value - Brand value.	Group Discussion	BBA605.2	Mid Term-1, Quiz & End Sem Exam
18.	Brand Positioning and value - Internal branding.	Case Study	BBA605.2	Mid Term-1, Quiz & End Sem Exam
19.	Brand Positioning and value - Internal branding.	Group Discussion	BBA605.2	Mid Term-1, Quiz & End Sem Exam
20.	Brand Marketing - Criteria for choosing Brand elements.	Lecture	BBA605.3	Mid Term-1, Quiz & End Sem Exam
21.	Brand Marketing - Building brand equity: Product strategy, pricing strategy.	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
22.	Brand Marketing - Building brand equity: Product strategy, pricing strategy.	Group Discussion	BBA605.3	Mid Term-2, Quiz & End Sem Exam
23.	Brand Marketing - Integrated marketing communication.	Home Assignment	BBA605.3	Mid Term-2, Quiz & End Sem Exam
24.	Brand Marketing - Integrated marketing communication.	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
25.	Brand Marketing - Brand Personality	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
26.	Brand Marketing - Brand Image	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
27.	Brand Marketing - Celebrity endorsements.	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
28.	Brand Marketing - Concept of co-branding	Lecture	BBA605.3	Mid Term-2, Quiz & End Sem Exam
29.	Brand Marketing - Concept of co-branding	Group Discussion	BBA605.3	Mid Term-2, Quiz & End Sem Exam



30.	Brand Performance and Branding strategies - Brand value chain, Brand equity management system	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
31.	Brand Performance and Branding strategies - Brand hierarchy.	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
32.	Brand Performance and Branding strategies - Designing branding strategy	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
33.	Brand Performance and Branding strategies - Brand extension: Concept, Advantages and disadvantages.	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
34.	Brand Performance and Branding strategies - Brand extension: Concept, Advantages and disadvantages.	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
35.	Brand Performance and Branding strategies - Evaluating opportunities of brand extension	Home Assignment	BBA605.4	Mid Term-2, Quiz & End Sem Exam
36.	Brand Performance and Branding strategies - Evaluating opportunities of brand extension	Case Study	BBA605.4	Mid Term-2, Quiz & End Sem Exam
37.	Brand Performance and Branding strategies - Managing Brands over time	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
38.	Brand Performance and Branding strategies - Branding strategy over PLC.	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
39.	Brand Performance and Branding strategies - Branding strategy over PLC.	Lecture	BBA605.4	Mid Term-2, Quiz & End Sem Exam
40.	Managing Brands - Brand Audit: Meaning, Need and Significance	Lecture	BBA605.5	Mid Term-2, Quiz & End Sem Exam
41.	Managing Brands - Reinforcing Brands.	Home Assignment	BBA605.5	Mid Term-2, Quiz & End Sem Exam
42.	Managing Brands - Reinforcing Brands.	Case Study	BBA605.5	Mid Term-2, Quiz & End Sem Exam
43.	Managing Brands - Brands revitalization	Lecture	BBA605.5	Mid Term-2, Quiz & End Sem Exam



44.	Managing Brands - Brands revitalization	Lecture	BBA605.5	Mid Term-2, Quiz & End Sem Exam
45.	Managing Brands - Managing brands internationally,	Lecture	BBA605.5	Mid Term-2, Quiz & End Sem Exam
46.	Managing Brands - Standardization v/s customization. Global Brand strategy.	Lecture	BBA605.5	Mid Term-2, Quiz & End Sem Exam
47.	Managing Brands - Standardization v/s customization. Global Brand strategy.	Home Assignment	BBA605.5	Mid Term-2, Quiz & End Sem Exam
48.	Managing Brands -. Global Brand strategy.	Case Study	BBA605.5	Mid Term-2, Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA605.1	Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.	3	1	1	-	3	2	-	-	1
BBA605.2	Identifying the emerging markets and marketing challenges in the developing brand equity and brand value	2	2	1	3	1	3	3	-	-
BBA605.3	Acquire knowledge and understand the brand elements and develop product and price strategies.	3	3	1	3	3	1	2	1	-
BBA605.4	Evaluate different methods and	3	1	-	1	3	1	3	2	1



	use appropriate research approaches for building brand hierarchy and brand extension.									
BBA605.5	Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.	3	2	3	3	3	2	3	3	1

Sample Question Paper

Amity Business School Department of Management IMID-SEMESTER (SEM – VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBA605 Brand Management				Time: 2 hours		Max. Marks: 30
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1	-	Q. 5	Q. 3
Students will be able to: CO 1: Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. CO 2: Identifying the emerging markets and marketing challenges in the developing brand equity and brand value.						
CO Map	Question No.	Question				Marks
CO 1	1.	Define branding and state the importance of brands.				5
CO 1	2.	Differentiate between brands and products.				5
CO 1	3.	Elaborate the process of brand management.				5
CO 2	4.	What are the sources of brand equity?				5
CO 2	5.	Discuss the concept of Internal Branding.				5
CO 2	6.	State the importance of developing brand value in the market.				5





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 6th Semester
Subject Code BBA 605
Subject Name Brand Management

Attainment Level 48% of the students secured more than 60% marks

Note:

Attainments Rubric
Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High). If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA VI SEM	BBA606	3	2	3	2	3	1	3	3	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Advertising & Sales Promotion
Course Code : BBA606, Crédits : 04, Session : 2023-24(Odd Sem.), Class : BBA 6th Semester
Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi

Introduction

The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

Course Outcomes: At the end of the course, students will be able to:

BBA606.1. Understand the concept of advertising and evaluate the concept of integrated communication

BBA606.2. Identify the objectives and importance of advertising as a promotional tool.

BBA606.3. Remember the approaches of advertising campaign planning and develop ethics in advertising.

BBA606.4. Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

BBA606.5. Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

BBA606.6. Create sales promotion strategies and identify the latest trends and practices in the industry.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

[PO.5]. Working in team: Summarize and apply theories of team composition, process, and



motivation (including inclusivity and diversity) to effectively manage work teams

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

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

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

[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address



advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

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

PROGRAMME ARTICULATION MATRIX											
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO9
BBA VI SEM	BBA606	3	2	3	2	3	1	3	3	1	3

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Introduction

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

Module II: Advertising

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

Module III: Advertising Campaign Planning

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

Module IV: Advertising Media and Agencies



Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

Module V: Sales Promotion Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

Module VI: Sales Promotion Strategy

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Introduction - Role of Promotion in Marketing Mix.	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam
2.	Introduction - Role of Promotion in Marketing Mix.	Group Discussion	BBA606.1	Mid Term-1, Quiz & End Sem Exam
3.	Introduction - Role of Promotion in Marketing Mix.	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam



4.	Introduction - Components of promotion mix viz Advertising Publicity, Personal selling,	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam
5.	Introduction - Components of promotion mix viz Advertising Publicity, Personal selling,	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam
6.	Introduction - Public relations and Sales promotion.	Home Assignment	BBA606.1	Mid Term-1, Quiz & End Sem Exam
7.	Introduction - Public relations and Sales promotion.	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam
8.	Introduction - Concept of integrated marketing communication.	Case Study	BBA606.1	Mid Term-1, Quiz & End Sem Exam
9.	Introduction - Concept of integrated marketing communication.	Lecture	BBA606.1	Mid Term-1, Quiz & End Sem Exam
10.	Advertising - Need, scope objectives and importance of advertising	Lecture	BBA606.2	Mid Term-1, Quiz & End Sem Exam
11.	Advertising - Strengths and Weaknesses of Advertising as a Promotion Tool.	Home Assignment	BBA606.2	Mid Term-1, Quiz & End Sem Exam
12.	Advertising -Strengths and Weaknesses of Advertising as a Promotion Tool	Lecture	BBA606.2	Mid Term-1, Quiz & End Sem Exam
13.	Advertising - role of advertising in current market, advertising and society	Group Discussion	BBA606.2	Mid Term-1, Quiz & End Sem Exam
14.	Advertising - role of advertising in current market, advertising and society-	Lecture	BBA606.2	Mid Term-1, Quiz & End Sem Exam
15.	Advertising - trends in advertisements different types of advertisements.	Lecture	BBA606.2	Mid Term-1, Quiz & End Sem Exam
16.	Advertising - latest trends in advertisements different types of advertisements.	Lecture	BBA606.2	Mid Term-1, Quiz & End Sem Exam



17.	Advertising Campaign Planning - Setting advertising goals and objectives	Group Discussion	BBA606.3	Mid Term-1, Quiz & End Sem Exam
18.	Advertising Campaign Planning - The DAGMAR Approach.	Case Study	BBA606.3	Mid Term-1, Quiz & End Sem Exam
19.	Advertising Campaign Planning - The DAGMAR Approach.	Group Discussion	BBA606.3	Mid Term-1, Quiz & End Sem Exam
20.	Advertising Campaign Planning - - Message strategies and tactics- Creative approaches, Copywriting and testing.	Lecture	BBA606.3	Mid Term-1, Quiz & End Sem Exam
21.	Advertising Campaign Planning - Message strategies and tactics- Creative approaches, Copywriting and testing.	Lecture	BBA606.3	Mid Term-2, Quiz & End Sem Exam
22.	Advertising Campaign Planning - Advertising copy design. Copy layout, Advertising appeals and themes	Group Discussion	BBA606.3	Mid Term-2, Quiz & End Sem Exam
23.	Advertising Campaign Planning - Advertising copy design. Copy layout, Advertising appeals and themes	Home Assignment	BBA606.3	Mid Term-2, Quiz & End Sem Exam
24.	Advertising Campaign Planning - Classification of advertisement copies- Essentials of a good copy	Lecture	BBA606.3	Mid Term-2, Quiz & End Sem Exam
25.	Advertising Campaign Planning - Ethics in advertising.	Lecture	BBA606.3	Mid Term-2, Quiz & End Sem Exam
26.	Advertising Media and Agencies - Types of media, media planning and scheduling. Advertising budgets.	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
27.	Advertising Media and Agencies -. Approaches to advertising budgeting. Measuring advertising effectiveness.	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam



28.	Advertising Media and Agencies - Advertising business in India. Rural advertising.	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
29.	Advertising Media and Agencies - Advertising business in India. Rural advertising.	Group Discussion	BBA606.4	Mid Term-2, Quiz & End Sem Exam
30.	Advertising Media and Agencies - Legal and ethical aspects of advertising,	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
31.	Advertising Media and Agencies - Legal and ethical aspects of advertising,	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
32.	Advertising Media and Agencies - Advertising in international perspective.	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
33.	Advertising Media and Agencies - Advertising in international perspective.	Lecture	BBA606.4	Mid Term-2, Quiz & End Sem Exam
34.	Sales Promotion - Need, scope objectives of sales promotion.	Lecture	BBA606.5	Mid Term-2, Quiz & End Sem Exam
35.	Sales Promotion - Need, scope objectives and importance of sales promotion.	Home Assignment	BBA606.5	Mid Term-2, Quiz & End Sem Exam
36.	Sales Promotion - importance of sales promotion.	Case Study	BBA606.5	Mid Term-2, Quiz & End Sem Exam
37.	Sales Promotion - Management of sales Promotion Promotion.	Lecture	BBA606.5	Mid Term-2, Quiz & End Sem Exam
38.	Sales Promotion - Promotion at the consumer, trade and sales force levels.	Lecture	BBA606.5	Mid Term-2, Quiz & End Sem Exam



39.	Sales Promotion - Promotion at the consumer, trade and sales force levels.	Lecture	BBA606.5	Mid Term-2, Quiz & End Sem Exam
40.	Sales Promotion - Strengths and weaknesses of Sales Promotion.	Lecture	BBA606.5	Mid Term-2, Quiz & End Sem Exam
41.	Sales Promotion - Strengths and weaknesses of Sales Promotion.	Home Assignment	BBA606.5	Mid Term-2, Quiz & End Sem Exam
42.	Sales Promotion Strategy - Planning and designing sales promotion programme with specific reference to sales contest,	Case Study	BBA606.6	Mid Term-2, Quiz & End Sem Exam
43.	Sales Promotion Strategy - Planning and designing sales promotion programme with specific reference to sales contest,	Lecture	BBA606.6	Mid Term-2, Quiz & End Sem Exam
44.	Sales Promotion Strategy - trade in discount coupons etc.	Lecture	BBA606.6	Mid Term-2, Quiz & End Sem Exam
45.	Sales Promotion Strategy - trade in discount coupons etc.	Lecture	BBA606.6	Mid Term-2, Quiz & End Sem Exam
46.	Sales Promotion Strategy - sales display and merchandising.	Lecture	BBA606.6	Mid Term-2, Quiz & End Sem Exam
47.	Sales Promotion Strategy - Latest trends in sales promotion.	Home Assignment	BBA606.6	Mid Term-2, Quiz & End Sem Exam
48.	Sales Promotion Strategy - Latest trends in sales promotion.	Case Study	BBA606.6	Mid Term-2, Quiz & End Sem Exam



Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA606.1	Understand the concept of advertising and evaluate the concept of integrated communication.	3	1	1	-	3	2	-	-	1
BBA606.2	Identify the objectives and importance of advertising as a promotional tool.	2	2	1	3	1	3	3	-	-
BBA606.3	Remember the approaches of advertising campaign planning and developethics in advertising.	3	3	1	3	3	1	2	1	-
BBA606.4	Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.	3	1	-	1	3	1	3	2	1
BBA606.5	Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.	3	2	3	3	3	2	3	3	1
BBA606.6	Create sales promotion strategies and identify the latest trends and practices in the industry.	3	2	3	3	3	2	3	3	1



Sample Question Paper

Amity Business School Department of Management I MID-SEMESTER (SEM – VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBA606 Advertising & Sales Promotion				Time: 2 hours		Max. Marks: 30
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1	-	Q. 5	Q. 3
Students will be able to: CO 1: Understand the concept of advertising and evaluate the concept of integrated communication. CO 2: Identify the objectives and importance of advertising as a promotional tool.						
CO Map	Question No.	Question				Marks
CO 1	1.	Elaborate the role of marketing mix in advertising.				5
CO 1	2.	Differentiate between Publicity, Personal Selling and advertising				5
CO 1	3.	Define integrated marketing communications.				5
CO 2	4.	Give the SWOT analysis of advertising as a promotional tool.				5
CO 2	5.	How does the prevailing market influence advertising? Elaborate.				5
CO 2	6.	Describe the types of advertisements.				5





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course BBA
Semester 6th Semester
Subject Code BBA 607
Subject Name Retail Management

Attainment Level 52% of the students secured more than 60% marks

Note:

Attainments Rubric
Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High). If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX

		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
BBA VI SEM	BBA607	3	2	3	2	3	1	3	3	1





AMITY UNIVERSITY

MADHYA PRADESH

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

Amity Business School
Course Handout
Course : Retail Management
Course Code : BBA607, Credits : 04, Session : 2023-24(Odd Sem.), Class : BBA 6th Semester
Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi

Introduction: Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

Course Outcomes: At the end of the course, students will be able to:

BBA607.1. Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

BBA607.2. Identify the buying decision process in retailing and the types of buying decisions used by consumers.

BBA607.3. Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them.

BBA607.4. Understand the concept of merchandise management, its planning and establishing strategies of retail.

BBA607.5. Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

BBA607.6. Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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



business.

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

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

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

[PSO.5]. Individual and teamwork ethics: Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

[PSO.6]. Continuous learning: Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

[PSO.7]. Entrepreneurship an employability: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and



public relations.

[PSO.8]. Effective Communication: Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

[PSO.9]. Reasoning Ability: Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

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

PROGRAMME ARTICULATION MATRIX											
		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO9
BBA VI SEM	BBA607	3	2	3	2	3	1	3	3	1	3

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Introduction

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

Module II: Consumer Behaviour in Retailing

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision,



market segmentation for retailing, generational cohorts.

Module III: Retail Marketing Strategy & Customer Service

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

Module IV: Merchandise management

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

Module V: Store management & visual merchandising, Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

Module VI: Rural Retailing

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

Lecture Plan



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Introduction - Nature, scope and importance of retailing,	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
2.	Introduction - Nature, scope and importance of retailing,	Group Discussion	BBA607.1	Mid Term-1, Quiz & End Sem Exam
3.	Introduction - retail competition theories,	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
4.	Introduction - retail competition theories,	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
5.	Introduction - Retail management process, Influence of changing environment on retailing	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
6.	Introduction - Retail management process, Influence of changing environment on retailing viz	Home Assignment	BBA607.1	Mid Term-1, Quiz & End Sem Exam
7.	Introduction - demographic changes, lifestyle changes, technology changes (e- business)	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
8.	Introduction - demographic changes, lifestyle changes, technology changes (e- business)	Case Study	BBA607.1	Mid Term-1, Quiz & End Sem Exam
9.	Introduction - Retail Environment.	Lecture	BBA607.1	Mid Term-1, Quiz & End Sem Exam
10.	Consumer Behaviour in Retailing - Consumer Behaviour in retailing,	Lecture	BBA607.2	Mid Term-1, Quiz & End Sem Exam
11.	Consumer Behaviour in Retailing - Buying decision process in retailing	Home Assignment	BBA607.2	Mid Term-1, Quiz & End Sem Exam
12.	Consumer Behaviour in Retailing - Buying decision process in retailing,	Lecture	BBA607.2	Mid Term-1, Quiz & End Sem Exam
13.	Consumer Behaviour in Retailing - Types of buying decision, market segmentation for retailing,	Group Discussion	BBA607.2	Mid Term-1, Quiz & End Sem Exam
14.	Consumer Behaviour in Retailing - Types of buying decision, market segmentation for retailing,	Lecture	BBA607.2	Mid Term-1, Quiz & End Sem Exam



15.	Consumer Behaviour in Retailing - generational cohorts.	Lecture	BBA607.2	Mid Term-1, Quiz & End Sem Exam
16.	Consumer Behaviour in Retailing - generational cohorts.	Lecture	BBA607.2	Mid Term-1, Quiz & End Sem Exam
17.	Retail Marketing Strategy & Customer Service - Types of retailers, multichannel retailing.	Group Discussion	BBA607.3	Mid Term-1, Quiz & End Sem Exam
18.	Retail Marketing Strategy & Customer Service - Retail	Case Study	BBA607.3	Mid Term-1, Quiz & End Sem Exam
	strategy concept & its elements,			
19.	Retail Marketing Strategy & Customer Service - Strategic retail planning process, Retail Pricing, Retail Promotion tool	Group Discussion	BBA607.3	Mid Term-1, Quiz & End Sem Exam
20.	Retail Marketing Strategy & Customer Service - Strategic retail planning process, Retail Pricing, Retail Promotion tool	Lecture	BBA607.3	Mid Term-1, Quiz & End Sem Exam
21.	Retail Marketing Strategy & Customer Service - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies	Lecture	BBA607.3	Mid Term-2, Quiz & End Sem Exam
22.	Retail Marketing Strategy & Customer Service - Advantages through customer service	Group Discussion	BBA607.3	Mid Term-2, Quiz & End Sem Exam
23.	Retail Marketing Strategy & Customer Service - Advantages through customer service,	Home Assignment	BBA607.3	Mid Term-2, Quiz & End Sem Exam
24.	Retail Marketing Strategy & Customer Service - Customer evaluation of service quality	Lecture	BBA607.3	Mid Term-2, Quiz & End Sem Exam
25.	Retail Marketing Strategy & Customer Service - GAP model for improving service.	Lecture	BBA607.3	Mid Term-2, Quiz & End Sem Exam
26.	Merchandise management - Retail Information system & supply chain management,	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
27.	Merchandise management - Concept of merchandise management.	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam



28.	Merchandise management - Concept of merchandise management.	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
29.	Merchandise management - Planning Merchandise – organizing buying process, developing an assortment plan	Group Discussion	BBA607.4	Mid Term-2, Quiz & End Sem Exam
30.	Merchandise management - Planning Merchandise – organizing buying process, developing an assortment plan	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
31.	Merchandise management - allocating merchandise to stores meeting vendors and establishing strategic relations with them,	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
32.	Merchandise management - branding strategies for retail (e.g., private labels).	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
33.	Merchandise management - branding strategies for retail (e.g., private labels).	Lecture	BBA607.4	Mid Term-2, Quiz & End Sem Exam
34.	Store management & visual merchandising - Store layout & space planning, atmospherics,	Lecture	BBA607.5	Mid Term-2, Quiz & End Sem Exam
35.	Store management & visual merchandising - Store layout & space planning, atmospherics,	Home Assignment	BBA607.5	Mid Term-2, Quiz & End Sem Exam
36.	Store management & visual merchandising - Choosing store location	Case Study	BBA607.5	Mid Term-2, Quiz & End Sem Exam
37.	Store management & visual merchandising - visual merchandising	Lecture	BBA607.5	Mid Term-2, Quiz & End Sem Exam
38.	Store management & visual merchandising - Recruitment, selection of store employees.	Lecture	BBA607.5	Mid Term-2, Quiz & End Sem Exam
39.	Store management & visual merchandising - Training, motivation, store employees.	Lecture	BBA607.5	Mid Term-2, Quiz & End Sem Exam
40.	Store management & visual merchandising - Compensation and Control of store employees.	Lecture	BBA607.5	Mid Term-2, Quiz & End Sem Exam
41.	Store management & visual merchandising - Compensation and Control of store employees.	Home Assignment	BBA607.5	Mid Term-2, Quiz & End Sem Exam



42.	Rural Retailing - Introduction to rural retailing	Case Study	BBA607.6	Mid Term-2, Quiz & End Sem Exam
43.	Rural Retailing - Relevance, Importance and the Emerging Scenario of Rural markets	Lecture	BBA607.6	Mid Term-2, Quiz & End Sem Exam
44.	Rural Retailing - Major problem areas in rural retailing,	Lecture	BBA607.6	Mid Term-2, Quiz & End Sem Exam
45.	Rural Retailing - Major problem areas in rural retailing,	Lecture	BBA607.6	Mid Term-2, Quiz & End Sem Exam
46.	Rural Retailing - Strategies for Rural Retailing,	Lecture	BBA607.6	Mid Term-2, Quiz & End Sem Exam
47.	Rural Retailing - Social and sustainability aspects of rural retailing.	Home Assignment	BBA607.6	Mid Term-2, Quiz & End Sem Exam
48.	Rural Retailing - Social and sustainability aspects of rural retailing.	Case Study	BBA607.6	Mid Term-2, Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA607.1	Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.	3	1	1	-	3	2	-	-	1
BBA607.2	Identify the buying decision process in retailing and the types of buying decisions used by consumers.	2	2	1	3	1	3	3	-	-
BBA607.3	Create strategies for retail marketing and analyse the customer loyalty programmes Identify GAPS between end user and service provider and devise strategies to close them.	3	3	1	3	3	1	2	1	-
BBA607.4	Understand the concept of merchandise management, its planning and establishing strategies of retail.	3	1	-	1	3	1	3	2	1
BBA607.5	Evaluate the concept of store management, store layout and atmospherics. Develop	3	2	3	3	3	2	3	3	1



	compensation schemes and control of store employees.									
BBA607.6	Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.	3	2	3	3	3	2	3	3	1

Sample Question Paper

Amity Business School Department of Management I MID-SEMESTER (SEM – VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBA607 Retail Management			Time: 2 hours		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1	-	Q. 5	Q. 3
Students will be able to: CO 1: Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes. CO 2: Identify the buying decision process in retailing and the types of buying decisions used by consumers.						
CO Map	Question No.	Question				Marks
CO 1	1.	Define retailing. State its importance and scope.				5
CO 1	2.	Elaborate the factors influencing the changing environment of retailing.				5
CO 1	3.	Write a note on Retail Environment.				5
CO 2	4.	What are the types of buying decisions in retail industry?				5
CO 2	5.	How does consumer behaviour influence retail sector?				5
CO 2	6.	Write a note on generation cohorts.				5





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 6th Semester
Subject Code BBA 607
Subject Name Retail Management

Attainment Level 52% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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



[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO3
VI SEM	BBA 608	-	-	2	-	-	3	3	-	-	-	-	-	3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course : CORPORATE TAX PLANNING
Course Code : BBA 608, Credits : 04, Session :2023-24(Even Sem.), Class : BBA 3rd Year
Faculty Name : Dr. Sudarshana Sharma

Introduction: To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

Course Outcomes:

At the end of the course, students will be able to:

BBA608.1. Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

BBA608.2. Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

BBA608.3. Learn about different Deductions allowed under business and profession

BBA608.4. Get an overview of International accounting and Taxation concepts.

BBA608.5. Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

BBA608.6. Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

[PO.3]. Creativity and Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying



quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I: Introduction to Tax Management

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

Module II Income from business

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

Module III: Deductions allowed under business and profession

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost⁴³(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

Module IV: International accounting and Taxation

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

Module V: Introduction to Goods and Services Tax (GST)

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

Module VI: Tax Planning and Financial Management Decisions

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

Examination Scheme:

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



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

Suggested Text/Reference Books:

Text:

- Lal & Vashisht, Direct Taxes, 29th Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39th Edition, Taxmann

Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to syllabus	Lecture	BBA608.1	Mid-Term, Assignment/Quiz & End Sem Examination
2	Introduction Management to Tax	Lecture	BBA608.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	Concept of tax planning,	Lecture	BBA608.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Tax avoidance evasions, and tax	Lecture	BBA608.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Concept of Corporate taxation.	Lecture	BBA608.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Introduction to Income from Business & Profession	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
7	Residential Status of companies	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
8	Taxable income under Business and Profession,	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
9	Computation of Profit and Gains from business profession,	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	Deemed business profits,	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
11	Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination



	money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).			
12	Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
13	Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	Problem Solving Session	Lecture	BBA608.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Deductions allowed under business and profession	Lecture	BBA608.3	Mid-Term, Assignment/Quiz & End Sem Examination
16	Deduction Expressly allowed section 30-35,	Lecture	BBA608.3	Mid-Term, Assignment/Quiz & End Sem Examination
17	Depreciation deduction calculation	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
18	Setoff and carry forward of unabsorbed depreciation section 32(2).	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
19	Determining Actual Cost43(1)	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
20	Set-off and Carry Forward Losses	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
21	Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)),	Lecture	BBA608.3	Viva/Quiz & End Sem Examination



22	Employees contribution to provident fund,	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
23	Bad debts 36, Revenue expenditure incurred by statutory corporation,	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
24	Banking transaction tax, Security transaction tax,)	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
25	Commodity transaction tax	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
26	provision for admissibility of general deduction 37(1)	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
27	Problem Solving Session	Lecture	BBA608.3	Viva/Quiz & End Sem Examination
28	Comparison of GST of Two Western Country with India.	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
29	Analysis of foreign financial statement,	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
30	Accounting standard: US GAAP, Indian GAAP, IAS,	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
31	IFRS. Transfer Pricing – Meaning, measurement,	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
32	Strategic considerations Norms & Practices,	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
33	Tax havens, Double taxation agreement among countries	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
34	Tax implication of activities of foreign enterprise in India:	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
35	Mode of entry and taxation	Lecture	BBA608.4	Viva/Quiz & End Sem Examination
36	Problem Solving Session	Lecture	BBA608.4	Viva/Quiz & End Sem Examination



38	Meaning, Scope and Significance of GST,	Lecture	BBA608.5	Viva/Quiz & End Sem Examination
39	Principles of sub summation and taxes subsumed	Lecture	BBA608.5	Viva/Quiz & End Sem Examination
40	Classification of goods and services with GST rates,	Lecture	BBA608.5	Viva/Quiz & End Sem Examination
41	Basic terminologies- CGST/SGST, IGST,	Lecture	BBA608.5	Viva/Quiz & End Sem Examination
42	Input Tax Credit, Transitional Provisions, Electronic Commerce	Lecture	BBA608.5	Viva/Quiz & End Sem Examination
43	Tax planning relating to capital structure decision	Lecture	BBA608.6	Viva/Quiz & End Sem Examination
44	Dividend policy, Inter – corporate,	Lecture	BBA608.6	Viva/Quiz & End Sem Examination
45	Dividends and bonus shares	Lecture	BBA608.6	Viva/Quiz & End Sem Examination
46	Tax provisions relating to free trade zones, Infrastructure sector and backward areas	Lecture	BBA608.6	Viva/Quiz & End Sem Examination
47	Tax incentives for exports.	Lecture	BBA608.6	Viva/Quiz & End Sem Examination
48	Tax deductions and collection at source, Advance payment of tax.	Lecture	BBA608.6	Viva/Quiz & End Sem Examination

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3



BBA 608. 1.	Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.	-	-	3	-	-	3	3	-	-	-	-	3
BBA 608. 2.	Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.	-	-	3	-	-	3	3	-	-	-	-	3
BBA 608. 3.	Learn about different Deductions allowed under business and profession	-	3	-	3	-	3	3	-	-	-	-	3
BBA 608. 4.	Get an overview of International accounting and Taxation concepts.	-	-	3	-	-	2	3	-	-	-	-	3
BBA 608. 5.	Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc	-	-	3	-	-	2	-	-	-	-	-	3
BBA 608. 6.	Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.	-	-	3	-	-	2	3	-	-	-	-	3

Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24		
Class: BBA VI Semester		
Subject Name: BBA 608 Corporate Tax Planning	Time: 2 Hrs	Max. Marks: 30



Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 1, 2a, 3	Q.1, 2a and b, 5	Q.3, 4, 5, 6	Q.2 b, Q 3 , 5, 6	Q 2, 5 and 6	
Student will be able to CO1: CO2: CO3: CO4: (as mentioned in the course outcomes section/heading)						
CO Map	Question No.	Question				Mar ks
CO2	Q. 1	Explain the rules for determining the residential status of companies.				3
CO1	Q. 2a	Explain the concept of tax planning.				3
	Q. 2b	What do you mean by tax avoidance and tax evasions? Differentiate.				3
CO3	Q. 3	Briefly describe the deductions allowed from sec 30- 35.				6
CO3	Q 4	Explain banking transaction tax and security transaction tax.				3
CO4	Q. 5	Differentiate between US GAAP and Indian GAAP?				6
CO4	Q 6	Describe in detail the tax implications of foreign enterprises in India.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023-24
Course Name	BBA
Semester	6th Semester
Subject Code	BBA 608
Subject Name	Corporate Tax Planning

Attainment Level 51% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.



PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO3
VI SEM	BBA609	2	-	-	3	-	3	-	-	-	-	3	2	-





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course : Banking and Financial Institutions
Course Code : BBA 609, Crédits : 04, Session :2023-24(Odd Sem.), Class : BBA 3rd Year
Faculty Name : Dr. Sudarshana Sharma

Introduction:

The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

Course Outcomes:

At the end of the course, students will be able to:

BBA609.1. Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

BBA609.2. Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

BBA609.3. Know about Banking Sector Reforms, Provisions of Banking Regulation Act, ,Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

BBA609.4. Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectuves, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

BBA609.5. Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

BBA609.6. Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.



Programme Outcome:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Introduction



Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

Module II: Banking System & Operations.

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

Module III: Banking Sector Reforms

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

Module IV: Insurance & Pension Institutions

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

Module V: Financial Inclusion

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

Module VI: Trends in Banking

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)

Examination Scheme:

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

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

Suggested Text/Reference Books:

Text:

- Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.



References:

- Cornett and Saunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

Lecture Plan:

I.	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to syllabus	Lecture	BBA609.1	Mid-Term, Assignment/Quiz & End Sem Examination
2	Money, Process of Capital Formation.	Lecture	BBA609.1	Mid-Term, Assignment/Quiz & End Sem Examination
3	Banking and Financial Institutions and economic development	Lecture	BBA609.1	Mid-Term, Assignment/Quiz & End Sem Examination
4	Role of Development Banks in Industrial Financing.	Lecture	BBA609.1	Mid-Term, Assignment/Quiz & End Sem Examination
5	Case Study Discussion	Lecture	BBA609.1	Mid-Term, Assignment/Quiz & End Sem Examination
6	Banking system and structure in India	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
7	Types of banks in operation and their functions	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
8	Retail and Wholesale Banking,	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
9	Near Banks, Rural Banking.	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
10	Cooperative Banking. Universal Banking	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination



11	Payment Banks	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
12	NBFCs- its types;	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
13	Comparison between Banks and NBFCs;	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
14	International Banking- financing exporters and importers	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
15	Important ECGC Policies and guarantees governing export financing)	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
16	Banking Operation: An overview Principles of Lending,	Lecture	BBA609.2	Mid-Term, Assignment/Quiz & End Sem Examination
17	Study of Borrowers & Project Evaluation Criteria	Lecture	BBA609.2	Viva/Quiz & End Sem Examination
18	Case Study Discussion	Lecture	BBA609.2	Viva/Quiz & End Sem Examination
19	Introduction to banking sector reforms	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
20	Provisions of Banking Regulation Act	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
21	Prudential Norms - Narsimhan Committee Recommendations,	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
22	Regulatory Institutions RBI	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
23	Regulatory Institutions - SEBI,	Lecture	BBA609.3	Viva/Quiz & End Sem Examination



24	Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
25	Basle Committee Recommendations- I, II, III & IV.	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
26	Asset Liability Management in Commercial Banks.	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
27	Group Discussion	Lecture	BBA609.3	Viva/Quiz & End Sem Examination
28	Introduction to Insurance – Elements of Insurance Risk,	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
29	Principles of Insurance	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
30	Types of Insurance – Life Insurance and General Insurance	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
31	Products including unit linked plans, Re-insurance, regulatory institution:	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
32	IRDA – Objective and key functions;	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
33	Bancassurance- concepts, critical issues & functional aspects.	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
34	Role of Insurance companies in Industrial Financing, New Pension Scheme,	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
35	Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.	Lecture	BBA609.4	Viva/Quiz & End Sem Examination



36	Group Discussion	Lecture	BBA609.4	Viva/Quiz & End Sem Examination
38	Concept of Financial Inclusion	Lecture	BBA609.5	Viva/Quiz & End Sem Examination
39	Financial Inclusion in India: Challenges	Lecture	BBA609.5	Viva/Quiz & End Sem Examination
40	Scope of Financial Inclusion in banking activities & financial services.	Lecture	BBA609.5	Viva/Quiz & End Sem Examination
41	Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India,	Lecture	BBA609.5	Viva/Quiz & End Sem Examination
42	Principles of microfinance-institutional structures and delivery mechanisms. Enforcement and savings	Lecture	BBA609.5	Viva/Quiz & End Sem Examination
43	Recent Trends in Banking	Lecture	BBA609.6	Viva/Quiz & End Sem Examination
44	Banking Innovations. Marketing of banking services;	Lecture	BBA609.6	Viva/Quiz & End Sem Examination
45	Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs,	Lecture	BBA609.6	Viva/Quiz & End Sem Examination
46	Mobile banking; Banking Technology - ECS, debit, credit and smart cards,	Lecture	BBA609.6	Viva/Quiz & End Sem Examination
47	Securitization (SARFAECI Act, SPV, ARC)	Lecture	BBA609.6	Viva/Quiz & End Sem Examination
48	Case Study Discussion	Lecture	BBA609.6	Viva/Quiz & End Sem Examination



Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
BBA 609. 1.	BBA609.1. Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.	3	-	-	2	-	2	-	-	-	-	3	1	3
BBA 609. 2	Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria	3	-	3	-	-	3	-	-	-	-	3	-	-
BBA 609. 3	Know about Banking Sector Reforms, Provisions of Banking Regulation Act, ,Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.	3	3	-	3	-	3	3	-	-	-	-	-	-
BBA 609. 4	Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PF RDA) Role and guidelines,	3	-	3	2	-	2	-	-	-	-	3	-	2



BBA 609. 5	Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings	3	-	-	3	-	2	-	-	-	3	-	2
BBA 609. 6	Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.	3	-	-	2	-	2	-	-	-	3	-	2

Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBA 609 Banking and Financial Institutions			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q. 1, 2, 3	Q.1, 2, 3, 5	Q.4, 5,	Q.2 b,6	Q 4	
Student will be able to (COs as mentioned in Course outcome section/header)						
CO1:						
CO2:						
CO3:						
CO Map	Question No.	Question				Mar ks
CO1	Q. 1	Define Money.				3
CO1	Q. 2a	Explain the process of capital formation.				3
	Q. 2b	Write a short note on role of development banks in India.				3
CO2	Q3.	Explain retail and whole sale banking and their functions				6
CO2	Q. 4	Explain the criteria for project evaluation.				3
CO3	Q. 5	Write 5 functions of RBI.				3
	Q5.	Briefly explain the provisions of Banking sector reform				3
CO3	Q 6	What is asset liability management?				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





Attainment

Session 2023-24
Course Name BBA
Semester 6th Semester
Subject Code BBA 609
Subject Name Banking & Financial Institutions

Attainment Level 51% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High). If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX

		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
VI SEM	BBA 613	3	1	1	3	1	2	2	1	1





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL
Course Handout
Course : Compensation and Reward Management
Course Code : BBA 613, Credits : 04, Session :2023-24Even Sem.), Class : BBA. 3rd Year
Faculty Name :

Introduction:

The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

Course Outcomes: At the end of the course, students will be able to:

BBA 613.1. Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.

BBA 613.2. Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.

BBA 613.3. Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.

BBA 613.4. Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

BBA 613.5. Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost-to – Company (CTC) .

BBA 613.6. Able to understand the current trends in compensation and reward management.

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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



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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester	End Semester Examination	EE	70%



Examination			
Total			100%

Syllabus

Module I: Introduction

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus Module II: Developing Compensation Programs

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

Module III: Derivatives of Compensation

Pay for Performance, Merit pay and Performance Evaluation, Performance based rewards, Performance Criteria Choices, and Performance based Compensation Schemes, Benefits.

Module IV: Incentive Plans

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non- Financial and Financial incentives, Module V: Employee Benefits

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees’ service benefits, Introduction to ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC)

Module VI: Current Trends: Current Trends in Compensation and Reward Management.

Examination Scheme:

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

Text & References:

Text:

- Garry Dressler, “Personnel / Human Resource Management”, London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume7
1st Edition



- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, “Human Resource Management”, USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, “Human Resource Management”, New Delhi, Prentice Hall, 3rd Edn., 1988.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is Compensation Management? definition and scope.	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
2	Concept of Wage and Salary Administration	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
3	Nature, Importance, Philosophy, Objectives	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
4	Definition, Goals	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
5	Role of various parties	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
6	Employees, Employers, Unions & Government .	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
7	Legislations for compensation	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
8	PF, Gratuity, Pension, Bonus	Lecture	BBA 613.1.	Mid Term-1, Quiz & End Sem Exam
9	Developing Compensation Programs	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
10	Job Evaluation	Lecture	BBA 613.2.	Mid Term-1, Quiz &



				End Sem Exam
11	Basic systems Time wage	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
12	Piece wage, Incentives	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
13	Wage payments	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
14	Total Salary Structure,	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
15	Compensation Surveys	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
16	Hay Plan	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
17	Developing Competitive Compensation Programs.	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
18	Developing Salary Structures	Lecture	BBA 613.2.	Mid Term-1, Quiz & End Sem Exam
19	Derivatives of Compensation	Lecture	BBA 613.3.	Mid Term-1, Quiz & End Sem Exam
20	Pay for Performance, Merit pay .	Lecture	BBA 613.3.	Mid Term-1, Quiz & End Sem Exam
21	Incentive Plans	Lecture	BBA 613.4.	Quiz & End Sem Exam
22	Individual and group incentive plans,	Lecture	BBA 613.4.	Quiz & End Sem Exam
23	Individual and group incentive plans. Introduction, classifications	Lecture	BBA 613.4.	Quiz & End Sem Exam
24	Individual and group incentive plans: Importance	Lecture	BBA 613.4.	Quiz & End Sem Exam
25	Productivity Gain sharing plans: Introduction	Lecture	BBA 613.4.	Quiz & End Sem Exam
26	Productivity Gain sharing plans: classifications	Lecture	BBA 613.4.	Quiz & End Sem Exam
27	Productivity Gain sharing plans: summary	Lecture	BBA 613.4.	Quiz & End Sem Exam
28	Productivity Gain sharing plans :case study	Lecture	BBA 613.4	Quiz & End Sem Exam
29	Profit Sharing Plans: Introduction	Lecture	BBA 613.4.	Quiz & End Sem Exam
30	Non - Financial and Financial incentives : Introduction , classification	Lecture	BBA 613.4.	Quiz & End Sem Exam
31	Employee Benefits: Introductions	Lecture	BBA 613.5.	Quiz & End Sem Exam
32	Supplemented Pay benefits (pay for time not worked) insurance benefits: Introductions	Lecture	BBA 613.5.	Quiz & End Sem Exam
33	Insurance benefits: Introductions	Lecture	BBA 613.5.	Quiz & End Sem



				Exam
34	Retirement benefits, Employees’ service benefits: Introductions	Lecture	BBA 613.5.	Quiz & End Sem Exam
35	Retirement benefits, Employees’ service benefits : Types	Lecture	BBA 613.5.	Quiz & End Sem Exam
36	Introduction to ESOPs	Lecture	BBA 613.5.	Quiz & End Sem Exam
37	ESOPs: Case studies	Lecture	BBA 613.5.	Quiz & End Sem Exam
38	Flexible benefits : Introduction	Lecture	BBA 613.5.	Quiz & End Sem Exam
39	Benefit Surveys: classification and benefits	Lecture	BBA 613.5.	Quiz & End Sem Exam
40	Measuring Cost- to – Company (CTC) : meaning	Lecture	BBA 613.5.	Quiz & End Sem Exam
41	Measuring Cost- to – Company (CTC) : different heads under CTC.	Lecture	BBA 613.6.	Quiz & End Sem Exam
42	Measuring Cost- to – Company (CTC) : Importance	Lecture	BBA 613.6.	Quiz & End Sem Exam
43	Current Trends in compensation	Lecture	BBA 613.6.	Quiz & End Sem Exam
44	Current Trends: case study.	Lecture	BBA 613.6.	Quiz & End Sem Exam
45	Current Trends in reward management	Lecture	BBA 613.6.	Quiz & End Sem Exam
46	Current Trends in compensation: case study	Lecture	BBA 613.6.	Quiz & End Sem Exam
47	Reward management : summary	Lecture	BBA 613.6.	Quiz & End Sem Exam
48	Derivatives of Compensation : Current trends	Lecture	BBA 613.6.	Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBA 613.1	Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.	1	1	3	2	1	1	1	1	3



BBA613.2.	Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.	1	1	3	3	1	1	2	2	1
BBA613.3.	Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.	1	1	3	3	2	1	1	1	3
BBA613.4.	Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.	3	1	2	1	1	1	2	1	1
BBA613.5.	Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) .	1	1	3	2	3	2	2	1	1
BBA 613.6.	Able to understand the current trends in compensation and reward management.	2	2	1	2	1	1	3	1	1



Sample question Paper

Amity Business School Department of Management studies I MID-SEMESTER (SEM –VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBA 613 Compensation & Reward Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. CO2: Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys. CO3 : Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices. CO4: . Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives. CO5: Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) . CO6: Able to understand the current trends in compensation and reward management.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the basic elements of compensation management: importance and philosophy.				6
CO2	Q.2	What are the different developing compensation programs?				6
CO3	Q.3	Write a short note on: Gratuity, pension.				3
CO1	Q.4	Describe the role of developing competitive compensation programs.				6
CO1	Q.5	Demonstrate the functions related to various parties related to compensation.				6
CO2	Q .6.	Write short note on : wages and salary administration .				3

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 6th Semester
Subject Code BBA 613
Subject Name Compensation & Reward Management

Attainment Level Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Bachelor of Business Administration 2023-2024

Programme Outcomes:

[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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

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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

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



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

If there is no correlation, put “-“

PROGRAMME ARTICULATION MATRIX										
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
VI SEM	BBL629	3	1	1	3	1	2	2	1	1





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL
Course Handout
Course : INDUSTRIAL RELATIONS AND LABOUR LAW
Course Code : BBL629, Credits : 04, Session :2023-24 Even Sem.), Class : BBA. 3rd Year
Faculty Name :

Introduction:

The objective of this course is to familiarize the budding managers with how industrial relations and labour law is an identifiable governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy, and have a capacity to deal different laws mobilize resources and power accordingly.

Course Outcomes: At the end of the course, students will be able to:

BBL629.1. Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.

BBL629.2. Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .

BBL629.3. Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.

BBL629.4. Describe the role of Trade union act 1926 and recognition.

BBL629.5. Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.

BBL629.6. Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.

Programme Outcomes:

[[PO.1]. Knowledge of Business, Management and Emerging Technologies: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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



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

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

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

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

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

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

[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts): Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Programme Specific Outcomes:

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

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

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

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Basic Concepts

Background Study of Industrial Relations in India, Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline, Labour-Management Relations During Five Year Plans. Technological Change and Industrial Relations.

Module II: Laws Relating to Industry

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition – conciliation, court of enquiry and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding – Work Committee, arbitration and adjudication.

Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit – Penalties, The Maternity Benefit Act 1961

Module IV: Laws Relating to Trade Union

The Trade Union Act 1926. Statutory Definition - Registration of TU Immoduley granted to Registered Trade Union - Recognition of TU.

Module V: Laws relating to Compensation and Insurance

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees.

Module VI: Laws relating to Provident Fund, Bonus and Gratuity

The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination

Assignment :-

Students need to select an organization and gather information of any industrial dispute in the said



organization. Each student is required to articulate on the following:

The key issues in the situation

The key role players in solving or increasing the conflict

To give suggestions as how such situations can be avoided in future.

Case Study Air India Pilots, Monnappa Arun, Industrial Relations, Pages(218-242), TataMacGrow Hill,2010.

Examination Scheme:

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

Text & References:

Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19th edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
- S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is Background Study of Industrial Relations in India? definition and scope.	Lecture	BBL629.1.	Mid Term-1, Quiz & End Sem Exam



2	Concept of Industrial Peace.	Lecture	BBL629.1.	Mid Term-1, Quiz & End Sem Exam
3	Industrial unrest and Industrial Discipline	Lecture	BBL629.1.	Mid Term-1, Quiz & End Sem Exam
4	Labour-Management Relations During Five Year Plans.	Lecture	BBL629.1.	Mid Term-1, Quiz & End Sem Exam
5	Technological Change and Industrial Relations.	Lecture	BBL629.1.	Mid Term-1, Quiz & End Sem Exam
6	Laws Relating to Industry: The factories Act, 1948 - Definition	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
7	Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays.	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
8	Leave with wages, Employment of women and young person - Penalties and returns.	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
9	The Industrial Disputes Act, 1947 - Definition	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
10	conciliation, court of enquiry and voluntary process for the settlement of industrial disputes.	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
11	Power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment,	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
12	Discharge and Dismissal -	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam



				Exam
13	Managements prerogative during pendency of proceeding	Lecture	BBL629.2.	Mid Term-1, Quiz &
				End Sem
				Exam
14	Work Committee	Lecture	BBL629.2.	Mid Term-1, Quiz & End Sem Exam
15	Arbitration and adjudication.	Lecture	BBL629.2.	Mid Term-1,
				Quiz &
				End Sem
				Exam
16	Laws Relating to Remuneration	Lecture	BBL629.3.	Mid
				Term-1,
				Quiz &
				End Sem
				Exam
17	The Payment of Wages Act, 1936	Lecture	BBL629.3.	Mid Term-1,
				Quiz &
				End Sem
				Exam
18	Definition - Rules for payment of wages and deductions from wage.	Lecture	BBL629.3.	Mid Term-1,
				Quiz & End Sem Exam
19	The Minimum Wages Act 1948	Lecture	BBL629.3.	Mid Term-1, Quiz & End Sem Exam
20	Fixing of minimum wages,	Lecture	BBL629.3.	Mid Term-1, Quiz & End Sem Exam
21	Procedure for raising minimum wage	Lecture	BBL629.3.	Quiz & End Sem Exam
22	Concept of living wages, Fair wage and minimum wage	Lecture	BBL629.3.	Quiz & End Sem Exam



23	The Employees State Insurance Act 1948	Lecture	BBL629.3.	Quiz & End Sem Exam
24	Applicability of the Act	Lecture	BBL629.3.	Quiz & End Sem Exam
25	Insurable workmen - Contribution Benefit – Penalties	Lecture	BBL629.3.	Quiz & End Sem Exam
26	The Maternity Benefit Act 1961	Lecture	BBL629.3.	Quiz & End Sem Exam
27	Laws Relating to Trade Union	Lecture	BBL629.4.	Quiz & End Sem Exam
28	The Trade Union Act 1926.	Lecture	BBL629.4	Quiz & End Sem Exam
29	Statutory Definition - Registration of TU	Lecture	BBL629.4.	Quiz & End Sem Exam
30	Registered Trade Union - Recognition of TU.	Lecture	BBL629.4.	Quiz & End Sem Exam
31	Laws relating to Compensation and Insurance	Lecture	BBL629.5.	Quiz & End Sem Exam
32	The workmen's compensation Act 1923	Lecture	BBL629.5.	Quiz & End Sem Exam
33	Definition: The workmen's compensation Act 1923	Lecture	BBL629.5.	Quiz & End Sem Exam
34	Defense available to employer and employees.	Lecture	BBL629.5.	Quiz & End Sem Exam
35	Laws relating to Provident Fund, Bonus and Gratuity	Lecture	BBL629.1.	Quiz & End Sem Exam
36	The Employees Provident Fund and Miscellaneous Provisions Act, 1952	Lecture	BBL629.6.	Quiz & End Sem Exam
37	Employees family pension scheme - definition	Lecture	BBL629.6.	Quiz & End Sem Exam
38	Coverage of the organization and employees under the Act	Lecture	BBL629.6.	Quiz & End Sem Exam
39	Employees Provident Fund	Lecture	BBL629.6.	Quiz & End Sem Exam
40	pension fund scheme	Lecture	BBL629.6.	Quiz & End Sem Exam
41	Calculation of contribution withdrawal of Provident Fund amount	Lecture	BBL629.6.	Quiz & End Sem Exam
42	The Payment of Bonus Act 1965 - Applicability of Act	Lecture	BBL629.6.	Quiz & End Sem Exam
43	Coverage of employee - Calculation of bonus Rate of Payable bonus	Lecture	BBL629.6.	Quiz & End Sem Exam
44	Available surplus - allocable surplus Payment of Gratuity Act, 1972	Lecture	BBL629.6.	Quiz & End Sem Exam
45	Definition – Scope of the Act	Lecture	BBL629.6.	Quiz & End Sem Exam



46	Coverage of the gratuity Act	Lecture	BBL629.6.	Quiz & End Sem Exam
47	Eligibility criteria	Lecture	BBL629.6.	Quiz & End Sem Exam
48	Calculation of Gratuity Nomination	Lecture	BBL629.6.	Quiz & End Sem Exam

Course Articulation Matrix (Mapping of COs with POs)

CO	STATE MENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
BBL 629.1	Able to Under stand the conce pt of the indust rial Relati ons and basic eleme nts of labour unrest and Labou r- Manag ement Relati ons During Five Year Plans.	1	1	3	2	1	1	1	1	3
BBA 629. 2.	Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .	1	1	3	3	1	1	2	2	1
BBA 629. 3.	Able to Recog nize the essenti al featur es of Laws relat in g to remun eratio ns in relatio ns to the payme nt of wages Act,19 36. Minim um wages act 1948 and emplo yees state insura nce act 1948 with its applica bility.	1	1	3	3	2	1	1	1	3
BBA 629. 4.	Descri be the role of Trade union act 1926 And recogn ition.	3	1	2	1	1	1	2	1	1
BBA 629. 5.	Demo nstrate the functio ns Related to compe nsatio n and insura nce, with respec t to defens e mecha nism availab le to emplo yer and emplo yees etc.	1	1	3	2	3	2	2	1	1
BBL 629.6.	Able to understand the concept of provident fund, Bonus and gratuity in organisation al social security.	2	2	1	2	1	1	3	1	1



Sample question Paper

Amity Business School I MID-SEMESTER (SEM –VI) 2023-24						
Class: BBA VI Semester						
Subject Name: BBL629 Industrial Relations & Labour Law		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.</p> <p>CO2: Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .</p> <p>CO3: Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.</p> <p>CO4: Describe the role of Trade union act 1926 and recognition.</p> <p>CO5: Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.</p> <p>CO6: Able to understand the concept of provident fund, Bonus and gratuity in organisational social Security.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the functions of Management Relations During Five Year Plans.				3
CO2	Q.2	What are the essential features of factories Act ,1948?				6
CO3	Q.3	Write a short note on : Minimum wages act 1948				6
CO1	Q.4	Describe the role concept of the industrial Relations and labour unrest.				6
CO1	Q.5	Demonstrate the functions related to compensation and insurance.				3
CO2	Q.6.	Write short note on : industrial disputes act ,1947 . and different of functioning of laws				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session 2023-24
Course Name BBA
Semester 6th Semester
Subject Code BBL 629
Subject Name Industrial Relations & Labour Law

Attainment Level Level 2

Note:

Attainments Rubric
Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3





Syllabus

Programme Name: Bachelor of Commerce		Session: 2023-2024
Course Code: BCH 101	Course Name: FINANCIAL ACCOUNTING	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
CO-2	Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
CO-3	Able to recognize the essential of Depreciation & Inventory Valuation methods
CO-4	Describe the role of Bank Reconciliation Statement & Bills of Exchange.
CO-5	Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method

Teaching Pedagogy:

T1	Activity based learning through Power Point Presentations, case studies, group discussions and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz, Class Activities
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Projects

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.	Mid Term-1, Quiz & End Sem Exam
	Module II: Final Accounts Concept of capital, Revenue and deferred revenue expenditure, opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments	Mid Term-1, Quiz & End Sem Exam
	Module III Depreciation & Inventory Valuation Depreciation accounting and its methods, Inventory valuation and its methods.	Assignment, Quiz & End Sem Exam
	Module IV: Bank Reconciliation Statement & Bills of Exchange Bank reconciliation statement, Accounting for bills of exchange -bills receivable and payable, acceptance, endorsement, discounting, dishonors and renewal bills, accommodation bills.	Assignment, Quiz & End Sem Exam
	Module V: Branch Accounting Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Financial Accounting Concepts 2. Accounting Equation, Single entry vs Double entry system of accounting. 3. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, 4. Errors and their rectification, 5. Cash Book & Bank Book. 6. Closing entries, Adjustment entries, 7. Final accounts, Balance Sheet, 8. Trading and Profit & Loss Account, Financial Adjustments
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Suggested reading:	<p>1. Textbooks:</p> <ul style="list-style-type: none"> • Dr. S.N. Maheswari, Financial Accounting • BS Raman, Financial Accounting • Grewal and Gupta, Advanced Accounting • Radhaswamy and R.L. Gupta, Advanced Accounting • S.Kr. Paul, Advanced Accounting. <p>2. Reference books</p> <ul style="list-style-type: none"> • P.C. Tulasian, Pearson Editions, Introduction to Accounting • Jain & Narang, Financial Accounting • Sehgal, A and Sehgal,D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar/Power Point Presentation	S/ HA	10%
	Viva-Voce/Quiz/Class activity	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO1	3	3	1	1	1	2	1	1	2	1
CO2	3	2	2	1	1	2	1	2	1	1
CO3	3	2	2	1	1	2	1	1	2	2
CO4	3	1	1	1	2	3	2	1	1	3
CO5	2	1	2	1	1	1	2	1	1	2

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Financial Accounting Concepts	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
2	Financial Accounting Concepts	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
3	Financial Accounting Concepts	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
4	<i>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</i>	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
5	Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
6	importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam

7	Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
8	Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
9	Branches of Accounting, Accounting Equation, Single entry vs Double entry system of	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem

	accounting.			Exam
10	Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
11	Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.	Lecture	BCH102.1.	Mid Term-1, Quiz & End Sem Exam
12	Concept of capital	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
13	Concept of capital	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
14	Revenue and deferred revenue expenditure	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
15	Revenue and deferred revenue expenditure	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
16	Opening entries, Closing entries	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
17	Opening entries, Closing entries	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam

18	Adjustment entries	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
19	Adjustment entries, balance sheet	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
20	Financial Adjustments, Final accounts	Lecture	BCH102.2.	Mid Term-1, Quiz & End Sem Exam
21	Depreciation	Lecture	BCH102.3.	Mid Term-

				2, Quiz & End Sem Exam
22	Depreciation	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
23	Inventory Valuation	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
24	Inventory Valuation	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
25	Depreciation accounting and its methods	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
26	Depreciation accounting and its methods	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
27	Inventory valuation and its methods.	Lecture	BCH102.3.	Mid Term-2, Quiz & End Sem Exam
28	Bank reconciliation statement	Lecture	BCH102.4.	Mid Term-2, Quiz & End Sem Exam

29	Bank reconciliation statement	Lecture	BCH102.4.	Mid Term-2, Quiz & End Sem Exam
30	Accounting for bills of exchange	Lecture	BCH102.4.	Mid Term-2, Quiz & End Sem Exam
31	Accounting for bills of exchange	Lecture	BCH102.4.	Mid Term-2, Quiz & End Sem Exam
32	bills receivable and payable	Lecture	BCH102.4.	Mid Term-2, Quiz & End Sem Exam
33	bills receivable and payable	Lecture	BCH102.4.	Mid Term-

				2, Quiz & End Sem Exam
34	endorsement, discounting	Lecture	BCH102.4.	Mid Term- 2, Quiz & End Sem Exam
35	endorsement, discounting	Lecture	BCH102.4.	Mid Term- 2, Quiz & End Sem Exam
36	dishonour and renewal of bills	Lecture	BCH102.4.	Mid Term- 2, Quiz & End Sem Exam
37	accommodation bills	Lecture	BCH102.4.	Quiz & End Sem Exam
38	Inland Branches: Dependent branches only	Lecture	BCH102.5.	Quiz & End Sem Exam
39	Inland Branches: Dependent branches only	Lecture	BCH102.5.	Quiz & End Sem Exam

40	ascertainment of profit by debtors	Lecture	BCH102.5.	Quiz & End Sem Exam
41	ascertainment of profit by debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam
42	method and stock and debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam
43	method and stock and debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam
44	Stock method	Lecture	BCH102.5.	Quiz & End Sem Exam
45	Stock method	Lecture	BCH102.5.	Quiz & End Sem Exam
46	debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam
47	debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam
48	debtors method	Lecture	BCH102.5.	Quiz & End Sem Exam

Sample question Paper

<p>Amity Business School Department of Management studies I MID-SEMESTER (SEM -I) 2023-24</p>
<p>Class: B.Com.(H) I Semester</p>

Subject Name: BCH 102 Basic Concepts of Financial Accounting		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.6	

Student will be able to
CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain single entry and double entry system of accounting.	3
CO1	Q.2a	What are the essential features of trial balance?	3
	Q.2b	Write a short note on final accounts.	3
CO1	Q.3	State the significance of inventory valuation and its methods	6
CO2	Q.4	Explain accommodation bills in accounting.	3
CO2	Q.5a	Elaborate bills receivable and bills payable in financial accounting.	3
	Q.5b	Write short note on bank reconciliation statement.	3
CO2	Q.6	Evaluating the concept of cash book and bank book	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Attainment

Session Course	2023-24
Name	B.Com (Hons)
Semester	1st Semester
Subject Code	BCH101
Subject Name	Financial Accounting
Attainment Level	Level 3

Note: Rubric

Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: Bachelor of Commerce		Session: 2023-2024
Course Code: BCH 102	Course Name: BUSINESS ORGANIZATION AND MANAGEMENT	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.
CO-2	2. Know the basic functions of Organization and functional areas of management and understand the social responsibility of management and Ethics
CO-3	Able to recognize the essential features of planning, process and types of plans
CO-4	Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE
CO-5	Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.
CO6	Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.
CO7	Evaluating the concept of Change Management, Knowledge Management and Learning organization.

Teaching Pedagogy:

T1	Activity based learning through Power Point Presentations, case studies, group discussions and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and commerce. Entrepreneurship – Concept & Nat	Mid Term-1, Quiz & End Sem Exam
	Module II: Management Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics. Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)	Mid Term-1, Quiz & End Sem Exam
	Module III: Planning Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making – importance & steps.	Assignment, Quiz & End Sem Exam
	Module IV Organizing & Staffing Nature and purpose of organization, Principles of organization - Types organization - Departmentation, Committees - Centralization & decentralization of authority and responsibility - Span of Control - MBO and MBE(Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) – retaining (training and compensation).	Assignment, Quiz & End Sem Exam
	Module V: Directing Meaning and nature of directing - Leadership styles - Motivation theories (Maslow’s, Herzberg, mcgregors X & Y theory), Ouchi’s Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance. Case Discussion (GE)	Assignment, Quiz & End Sem Exam
	Module VI: Controlling Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief) – Balance score card, Economic value added, Market value added.	Assignment, Quiz & End Sem Exam
	Module VII: Management in Perspective Change Management, Knowledge Management, learning organization, Managing Diversity, Corporate Governance.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Planning process 2. Decision-making – importance & steps 3. Committees - Centralization Vs decentralization of authority and responsibility 4. Span of Control 5. Process of selection & recruitment 6. Balance score card, 7. Economic value added, 8. Market value added
Suggested reading:	<p>1. Textbooks:</p> <ul style="list-style-type: none"> • Koontz & O'Donnell, Management. • Drucker, Peter: Management Tasks, Responsibilities and Practices • Basu, “Business Organisation and management”, Tata Mcgraw Hill, New Delhi • M.C. Shukla: Business Organisation & Management, S. Chand. <p>2. Reference books</p> <ul style="list-style-type: none"> • Rustum & Davan, Principles and practice of Management. • Jagadish Prakash: Business Organisation & Management • Newman, H. William Summer, Etc.: The process of Management
Suggested e-resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/Class activity	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO1	3	2	1	2	2	1	1	1	1	1
CO2	3	1	1	2	3	1	2	2	1	1
CO3	1	1	3	3	2	1	1	1	3	2
CO4	3	1	1	1	2	3	2	1	1	3
CO5	3	2	3	2	2	2	2	1	1	3
CO6	2	2	1	2	1	1	3	1	1	2
CO7	2	3	2	1	1	2	1	2	1	2

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to business	Lecture	BCH101.1.	Mid Term-1, Quiz & End Sem Exam
2	Business firms - Forms of organization	Lecture	BCH101.1.	Mid Term-1, Quiz & End Sem Exam
3	sole proprietors, Partnership, Joint- Hindu family, Joint stock Company, Co-operative organizations	Lecture	BCH101.1..	Mid Term-1, Quiz & End Sem Exam
4	sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations	Lecture	BCH101.1.	Mid Term-1, Quiz & End Sem Exam

5	Public Enterprises, BPO, E-commerce and M-commerce.	Lecture	BCH101.1.	Mid Term-1, Quiz & End Sem Exam
6	Public Enterprises, BPO, E-commerce and M-commerce.	Lecture	BCH101.1.	Mid Term-1, Quiz & End Sem Exam
7	Entrepreneurship - Concept & Nature	Lecture	BCH101.1.	Mid Term-1, Quiz &

				End Sem Exam
8	Introduction - Meaning, nature and characteristics of Management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
9	Introduction - Meaning, nature and characteristics of Management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
10	Scope and functional areas of management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
11	- Social responsibility of management and Ethics.	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
12	Organizational Structure & Functions	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
13	(Production, Marketing,	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
14	Human resource development and finance functions)	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam

15	Nature importance and purpose of planning	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
16	Nature importance and purpose of planning	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
17	- Planning process, Objectives -	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
18	Types of plans (Meaning only) -	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
19	Decision-making - importance & steps.	Lecture	BCH101.3.	Mid Term- 1, Quiz &

				End Sem Exam
20	Decision-making - importance & steps.	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
21	Nature and purpose of organization,	Lecture	BCH101.3.	Mid Term- 2, Quiz & End Sem Exam
22	Principles of organization - Types of organization -	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
23	Departmentation, Committees - Centralization Vs decentralization of authority and responsibility	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
24	- Span of Control - MBO and MBE(Meaning only) - Nature and importance of staffing	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam

25	Process of selection & recruitment(in brief)	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
26	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
27	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
28	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
29	Meaning and nature of directing	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
30	Leadership styles	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
31	Motivation theories (Maslow's, Herzberg, mcgregors X & Y	Lecture	BCH101.5.	Mid Term- 2, Quiz &

	theory)			End Sem Exam
32	Ouchi's Theory-Communication meaning and importance	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
33	barriers to communication	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
34	types of communication	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam

35	Coordination meaning and importance	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
36	Meaning and steps in controlling	Lecture	BCH101.6.	Mid Term- 2, Quiz & End Sem Exam
37	Essentials of a sound control system	Lecture	BCH101.6.	Quiz & End Sem Exam
38	Methods of establishing control(in brief)	Lecture	BCH101.6.	Quiz & End Sem Exam
39	Balance score card,	Lecture	BCH101.6.	Quiz & End Sem Exam
40	Balance score card	Lecture	BCH101.6.	Quiz & End Sem Exam
41	Economic value added,	Lecture	BCH101.6.	Quiz & End Sem Exam
42	Market value added.	Lecture	BCH101.6.	Quiz & End Sem Exam
43	Change Management	Lecture	BCH101.7.	Quiz & End Sem Exam
44	Knowledge Management,	Lecture	BCH101.7.	Quiz & End Sem Exam
45	Learning organization	Lecture	BCH101.7.	Quiz & End Sem

				Exam
46	Managing Diversity	Lecture	BCH101.7.	Quiz & End Sem Exam
47	Corporate Governance.	Lecture	BCH101.7.	Quiz & End Sem Exam
48	Corporate Governance.	Lecture	BCH101.7.	Quiz & End Sem Exam

Sample question Paper

Amity Business School Department of Management studies I MID-SEMESTER (SEM -I) 2023-24						
Class: B.Com.(H) I Semester						
Subject Name: BCH 101		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q 6	
Student will be able to CO1: List the broad perceptives of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the functions of business firms.				3
CO1	Q.2a	What are the essential features of span of control?				3
	Q.2b	Write a short note on Entrepreneurship.				3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 103	Course Name: Micro Economics Theory and Applications	Semester: I

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				Pls name the section if an-y
4	4	0	0	40	60	4	4	
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

Course outcomes: After completion of course, the student will be able to:

CO-1	Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc
CO-2	To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles
CO-3	The students will be able understand how the business organizations work by applying economic principles in their business management.
CO-4	will understand externalities (positive and negative) and their impact on market efficiency.
CO-5	will learn about public goods, free riders, and government intervention.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Consumer Behaviour</p> <p>Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: : Microeconomics and Demand Analysis</p> <p>Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand- demand determinants – law of demand-characteristics exceptions -Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Theory of Production and Cost Concept of Production Function</p> <p>Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale. Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand. Cost curve in short and long run, average and marginal cost curve and its relationship</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Market Structures</p> <p>Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition D) Oligopoly: Characteristi</p>	Assignment, Quiz & End Sem Exam

	indeterminate pricing and output; Classical models of Oligopoly; price leadership Collusive oligopoly; kinked demand curve.	
	<p>Module V: Marginal productivity theory and demand for factors</p> <p>Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.</p> <p>Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. The law of equi-marginal utility 2. ordinal approach – indifference curve analysis and its properties. 3. Consumer equilibrium, Price effect, income effect and substitution effects. 4. Engel curve 5. Consumer surplus – meaning-analysis limitations. 6. Theory of Demand and Analysis: Demand- demand determinants 7. law of demand-characteristics exceptions 8. Elasticity of demand 9. Measurement of price elasticity of demand by total outlay method 10. Isoquants, marginal rate of technical substitution, Return to scale.
Suggested reading:	<p>3. Textbooks:</p> <ul style="list-style-type: none"> • I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons • H.L. Ahuja- Microeconomics • Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi. • Bach, G.L, Economics, Prentice Hall of India, New Delhi. <p>4. Reference books</p> <ul style="list-style-type: none"> • Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood. • Koutsoyiannis, A, Modern Microeconomics, Macmillan. • Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford
Suggested e-resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
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Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activities	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	2	2	2	-	1	-	3	-	2	1
CO2	2	3	2	-	1	-	3	-	2	2
CO3	2	2	2	-	1	-	3	-	2	2
CO4	1	1	1	-	1	1	1	-	-	1
CO5	-	-	-	-	-	1	1	-	1	1

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Consumer sovereignty- limitations.	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
2	Approaches to the study of consumer behaviour	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
3	cardinal approach	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
4	the law of equi-marginal utility	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
5	ordinal approach - indifference curve analysis and its properties	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
6	ordinal approach - indifference curve analysis and its properties	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
7	Consumer equilibrium	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
8	Price effect, income effect and substitution effects	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
9	Engel curve	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
10	Consumer surplus - meaning-analysis limitations	Lecture	BCH103.1	Mid Term-1, Quiz & End Sem Exam
11	Nature and scope of economics	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
12	Difference between micro and macroeconomics	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
13	Nature of economic problem	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
14	Basic postulates, Role of price mechanism	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
15	Theory of Demand and Analysis	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
16	Demand- demand determinants - law of demand- characteristics, exceptions	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam

17	Elasticity of demand - price elasticity	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
18	types - determining factors- change in demand	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
19	elasticity of demand- business applications of price elasticity	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
20	concepts of income and cross elasticity of demand	Lecture	BCH103.2	Mid Term-1, Quiz & End Sem Exam
21	concepts of income and cross elasticity of demand	Lecture	BCH103.2	Mid Term-2, Quiz & End Sem Exam
22	Measurement of price elasticity of demand by total outlay method	Lecture	BCH103.2	Mid Term-2, Quiz & End Sem Exam
23	Measurement of price elasticity of demand by total outlay method	Lecture	BCH103.2	Mid Term-2, Quiz & End Sem Exam
24	Concept of Production Function	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
25	Law of variable proportions and stages of production	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
26	Law of variable proportions and stages of production	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
27	Isoquants	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
28	marginal rate of technical substitution	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
29	Return to scale.	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
30	Revenue curves- Average revenue and marginal revenue curve	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
31	Revenue curves- Average revenue and marginal revenue curve	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
32	elasticity of demand	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
33	Cost curve in short and long run	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
34	Cost curve in short and long run	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
35	average and marginal cost curve and its relationship	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam
36	average and marginal cost curve and its relationship	Lecture	BCH103.3	Mid Term-2, Quiz & End Sem Exam

Sample Question Paper

Amity Business School DEMOCRACY AND GOVERNANCE IN INDIA I MID-SEMESTER (SEM -I) 2023-24						
Class: B.Com (H) Semester						
Subject Name: BCH 103 MICROECONOMIC THEORY AND APPLICATIONS - I			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>CO1: Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behavior regarding choice of products and prices etc.</p> <p>Co2 To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the law of equi-marginal utility				3
CO1	Q.2a	Explain indifference curve analysis				3
	Q.2b	What do you understand by Consumer equilibrium?				3
CO1	Q.3	Explain Engel curve with example				6
CO2	Q.4	What is law of demand? Discuss various determinants of demand.				3
CO2	Q.5a	Discuss the difference between micro and macroeconomics				3
	Q.5b	Discuss various exceptions of law of demands.				3
CO2	Q.6	How will you measure price elasticity of demand by total outlay method? Explain				6



Syllabus

Programme Name: B. Com		Session: 2023-2024
Course Code: BCH 201	Course Name: Corporate Accounting	Semester: II

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of Accounting standards and its relevance and significance.
CO-2	Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.
CO-3	Able to recognize the essential features of debentures and conversion of debentures into shares.
CO-4	will study share capital transactions, including issuance, buybacks, and bonus issues.
CO-5	will learn techniques for analyzing financial ratios, liquidity, solvency, and profitability.
CO-6	will understand how to assess a company's financial health and make informed decisions.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
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AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Cost Accounting Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Material Costing Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III Labour Costing Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Overhead Costing Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH’s – Methods of Absorption – Percentage of direct material cost Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Costing Methods Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles –</p>	Assignment, Quiz & End Sem Exam

	distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.	
	Module VI: Marginal costing and Break-Even Analysis Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Designing and installing a Cost Accounting system 2. Techniques of Inventory control – Setting of stock levels 3. Methods of pricing materials issues 4. Methods of Absorption 5. Job Costing – Batch Costing – Contract Costing- Process Costing 6. Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.
Suggested reading:	<p>5. Textbooks:</p> <ul style="list-style-type: none"> • N.K. Prasad: Cost Accounting • Nigam & Sharma: Cost Accounting • Khanna Pandey & Ahuja: Practical Costing • M.L. Agarwal: Cost Accounting • Jain & Narang: Cost Accounting • S.P. Iyengar: Cost Accounting • <p>6. Reference books</p> <ul style="list-style-type: none"> • S.N. Maheshwari: Cost Accounting • Horngren: Cost Accounting: A Managerial Emphasis • M. N. Arora: Cost Accounting • Dutta: Cost Accounting
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activities	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO1	3	2	1	2	2	1	1	1	1	1
CO2	3	1	1	2	2	2	2	1	1	1
CO3	1	1	1	3	2	1	1	1	1	2
CO4	2	2	1	2	1	1	2	1	2	1
CO5	1	1	2	1	1	1	1	2	3	2
CO6	2	1	1	2	1	1	1	-	-	-

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Statutory records to be maintained by a company	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
2	Statutory records to be maintained by a company	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
3	Statutory records to be maintained by a company	Lecture	BCH201.1..	Mid Term- 1, Quiz & End Sem Exam
4	<i>Accounting standards - relevance and significance</i>	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
5	Accounting standards - relevance and significance	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
6	Accounting standards - relevance and significance	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
7	national and international accounting standards.	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
8	national and international accounting standards.	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
9	national and international accounting standards.	Lecture	BCH301.1	Mid Term- 1, Quiz & End Sem Exam

10	national and international accounting standards.	Lecture	BCH201.1.	Mid Term- 1, Quiz & End Sem Exam
11	Accounting for share capital transactions	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
12	Accounting for share capital transactions	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
13	issue of shares at par, at premium and at discount	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
14	issue of shares at par, at premium and at discount	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
15	issue of shares at par, at premium and at discount	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
16	forfeiture and re-issue of shares; buy-back of shares	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
17	forfeiture and re-issue of shares; buy-back of shares	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
18	forfeiture and re-issue of shares; buy-back of shares	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
19	redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam

20	redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.	Lecture	BCH201.2.	Mid Term- 1, Quiz & End Sem Exam
21	Issue of debentures	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam

22	Issue of debentures	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
23	Issue of debentures	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
24	accounting treatment and procedures;	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
25	accounting treatment and procedures;	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
26	accounting treatment and procedures;	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
27	conversion of debentures into shares.	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
28	conversion of debentures into shares.	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
29	redemption of debentures	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam

30	redemption of debentures	Lecture	BCH201.3.	Mid Term- 2, Quiz & End Sem Exam
31	Underwriting of shares - Meaning – Terms used in underwriting – underwriter	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam
32	Underwriting of shares -Meaning - Terms used in underwriting - underwriter	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam
33	Underwriting of shares -Meaning - Terms used in underwriting - underwriter	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam

34	Underwriting of shares -Meaning - Terms used in underwriting - underwriter	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam
35	Underwriting of shares -Meaning - Terms used in underwriting - underwriter	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam
36	marked application - unmarked application - partial underwriting, profits prior to incorporation;	Lecture	BCH201.4.	Mid Term- 2, Quiz & End Sem Exam
37	marked application - unmarked application - partial underwriting, profits prior to incorporation;	Lecture	BCH201.4.	Quiz & End Sem Exam
38	treatment of preliminary expenses.- calculation of underwriting commission	Lecture	BCH201.4.	Quiz & End Sem Exam
39	treatment of preliminary expenses.- calculation of underwriting commission	Lecture	BCH201.4.	Quiz & End Sem Exam

40	Preparation of statement showing allocation of gross liability and net liability.	Lecture	BCH201.4.	Quiz & End Sem Exam
41	SEBI guidelines for Underwriting.	Lecture	BCH201.4.	Quiz & End Sem Exam
42	SEBI guidelines for Underwriting.	Lecture	BCH201.4.	Quiz & End Sem Exam
43	Accounting treatment for amalgamation	Lecture	BCH201.5.	Quiz & End Sem Exam
44	Accounting treatment for amalgamation	Lecture	BCH201.5.	Quiz & End Sem Exam
45	absorption and reconstruction of companies	Lecture	BCH201.5.	Quiz & End Sem Exam
46	absorption and reconstruction of companies	Lecture	BCH201.5.	Quiz & End Sem Exam
47	internal and external reconstruction.	Lecture	BCH201.5.	Quiz & End Sem Exam
48	internal and external reconstruction.	Lecture	BCH201.5.	Quiz & End Sem Exam



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 202	Course Name: Business and Economics Law	Semester: II

Credits (Total)	L	T	P	Marks (Internal/External)		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				40	60			Pls name the section if an-y
4	4	0	0	40	60	4	4	
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will be able to understand the general legal framework, and of specific legal areas relating to business.
CO-2	Students will be able to understand the general legal framework, and of specific legal areas relating to business..
CO-3	Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.
CO-4	will understand alternative dispute resolution methods (mediation, arbitration) and their advantages.
CO-5	will learn about the legal process for resolving business disputes through litigation.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments

AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Indian Partnership Act Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.	Mid Term-1, Quiz & End Sem Exam
	Module II: Indian Sale of Goods Act Formation of a contract, Condition and warranties, Transfer of ownership, Performance of the contract, Rights of unpaid seller.	Mid Term-1, Quiz & End Sem Exam
	Module III: Negotiable Instruments Act Definition of a negotiable instrument; instruments negotiable by law and by custom; types of negotiable instruments; parties to a negotiable instrument - duties, rights, liabilities and discharge; material alteration; crossing of cheques; payment and collection of cheques and demand drafts; presumption of law as to negotiable instruments. Formation of a contract, Transfer of ownership, Performance of the contract.	Assignment, Quiz & End Sem Exam
	Module IV: Consumer Protection Act. [COPRA] 1986 Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.	Assignment, Quiz & End Sem Exam
	Module V: Intellectual Property Laws (IPR) Overview of Law & Procedure relating to Patents, Trade marks & Copyrights, Infringement	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Registration of firm, 2. Limited Liability Partnership Act'2008- Meaning & definitions, 3. Meaning of designated partners, 4. Registration of LLP 5. Formation of a contract, 6. Condition and warranties, 7. Transfer of ownership,
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CO1	1	1	2	2	2	2	1	1	2	2
CO2	3	3	3	3	3	2	2	3	1	1
CO3	3	3	3	3	3	2	2	1	1	1
CO4	2	1	1	1	1	2	1	1	1	1
CO5	-	-	-	-	-	1	-	-	-	-

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to business	Lecture	BCH101.1.	Mid Term- 1, Quiz & End Sem Exam
2	Business firms - Forms of organization	Lecture	BCH101.1.	Mid Term- 1, Quiz & End Sem Exam
3	sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations	Lecture	BCH101.1..	Mid Term- 1, Quiz & End Sem Exam
4	sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations	Lecture	BCH101.1.	Mid Term- 1, Quiz & End Sem Exam
5	Public Enterprises, BPO, E-commerce and M-commerce.	Lecture	BCH101.1.	Mid Term- 1, Quiz & End Sem Exam

6	Public Enterprises, BPO, E-commerce and M-commerce.	Lecture	BCH101.1.	Mid Term- 1, Quiz & End Sem Exam
7	Entrepreneurship - Concept & Nature	Lecture	BCH101.1.	Mid Term- 1, Quiz &

				End Sem Exam
8	Introduction - Meaning, nature and characteristics of Management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
9	Introduction - Meaning, nature and characteristics of Management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
10	Scope and functional areas of management	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
11	- Social responsibility of management and Ethics.	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
12	Organizational Structure & Functions	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
13	(Production, Marketing,	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
14	Human resource development and finance functions)	Lecture	BCH101.2.	Mid Term- 1, Quiz & End Sem Exam
15	Nature importance and purpose of planning	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam

16	Nature importance and purpose of planning	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
17	- Planning process, Objectives -	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
18	Types of plans (Meaning only) -	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
19	Decision-making - importance & steps.	Lecture	BCH101.3.	Mid Term- 1, Quiz &

				End Sem Exam
20	Decision-making - importance & steps.	Lecture	BCH101.3.	Mid Term- 1, Quiz & End Sem Exam
21	Nature and purpose of organization,	Lecture	BCH101.3.	Mid Term- 2, Quiz & End Sem Exam
22	Principles of organization - Types of organization -	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
23	Departmentation, Committees - Centralization Vs decentralization of authority and responsibility	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
24	- Span of Control - MBO and MBE(Meaning only) - Nature and importance of staffing	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
25	Process of selection & recruitment(in brief)	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam

26	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
27	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
28	retaining (training and compensation).	Lecture	BCH101.4.	Mid Term- 2, Quiz & End Sem Exam
29	Meaning and nature of directing	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
30	Leadership styles	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
31	Motivation theories (Maslow's, Herzberg, mcgregors X & Y	Lecture	BCH101.5.	Mid Term- 2, Quiz &

	theory)			End Sem Exam
32	Ouchi's Theory- Communication meaning and importance	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
33	barriers to communication	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
34	types of communication	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam
35	Coordination meaning and importance	Lecture	BCH101.5.	Mid Term- 2, Quiz & End Sem Exam

36	Meaning and steps in controlling	Lecture	BCH101.6.	Mid Term- 2, Quiz & End Sem Exam
37	Essentials of a sound control system	Lecture	BCH101.6.	Quiz & End Sem Exam
38	Methods of establishing control(in brief)	Lecture	BCH101.6.	Quiz & End Sem Exam
39	Balance score card,	Lecture	BCH101.6.	Quiz & End Sem Exam
40	Balance score card	Lecture	BCH101.6.	Quiz & End Sem Exam
41	Economic value added,	Lecture	BCH101.6.	Quiz & End Sem Exam
42	Market value added.	Lecture	BCH101.6.	Quiz & End Sem Exam
43	Change Management	Lecture	BCH101.7.	Quiz & End Sem Exam
44	Knowledge Management,	Lecture	BCH101.7.	Quiz & End Sem Exam
45	Learning organization	Lecture	BCH101.7.	Quiz & End Sem

				Exam
46	Managing Diversity	Lecture	BCH101.7.	Quiz & End Sem Exam
47	Corporate Governance.	Lecture	BCH101.7.	Quiz & End Sem Exam
48	Corporate Governance.	Lecture	BCH101.7.	Quiz & End Sem Exam

Sample question Paper

Amity Business School Department of Management studies I MID-SEMESTER (SEM -I) 2023-24						
Class: B.Com.(H) I Semester						
Subject Name: BCH 202		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q 6	
Student will be able to CO1: List the broad perceptives of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the functions of business firms.				3
CO1	Q.2a	What are the essential features of span of control?				3
	Q.2b	Write a short note on Entrepreneurship.				3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 301	Course Name: Cost Accounting	Semester: III

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the fundamental concepts of cost accounting, including direct costs, indirect costs, fixed costs, variable costs, and semi-variable costs.
CO-2	Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis– Methods of pricing materials issues – LIFO – FIFO
CO-3	Able to recognize the essential of labour costing and causes and effect of labour turnover
CO-4	Able to delve into budget preparation, including master budgets, flexible budgets, and cash budgets.
CO-5	will study job costing (used for customized products or services) and process costing (used for mass production).
CO-6	Able to explore ABC as an alternative cost allocation method.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Cost Accounting Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II Material Costing Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: : Labour Costing Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Overhead Costing Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH’s – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Costing Methods Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts –</p>	Assignment, Quiz & End Sem Exam

	treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.	
	Module VI: Marginal costing and Break-Even Analysis Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Comparison between Financial Accounts and Cost Accounts 2. Designing and installing a Cost Accounting system 3. LIFO – FIFO – 4. Weighted Average Method – Simple Average Method – Problems 5. Labour Turn Turnover 6. Overtime – Methods of Wage Payment, Time rate and Piece Rate 7. Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems
Suggested reading:	<p>9. Textbooks:</p> <ul style="list-style-type: none"> • N.K. Prasad: Cost Accounting • Nigam & Sharma: Cost Accounting • Khanna Pandey & Ahuja: Practical Costing • M.L. Agarwal: Cost Accounting • Jain & Narang: Cost Accounting <p>10. Reference books</p> <ul style="list-style-type: none"> • S.P. Iyengar: Cost Accounting • S.N. Maheshwari: Cost Accounting • Horngren: Cost Accounting: A Managerial Emphasis • M. N. Arora: Cost Accounting • Dutta: Cost Accounting
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%

	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	1	2	1	2	2	1	1	1	1	1
CO2	2	1	1	2	3	1	2	2	1	1
CO3	2	1	3	3	2	1	1	1	3	2
CO4	2	2	1	1	1	2	1	2	2	2
CO5	1	1	1	1	1	1	1	1	2	1
CO6	1	2	1	2	2	2	1	1	-	-

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction - Meaning of Cost, costing and Cost Accounting	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
2	Introduction - Meaning of Cost, costing and Cost Accounting	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
3	Introduction - Meaning of Cost, costing and Cost Accounting	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
4	Comparison between Financial Accounts	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
5	Comparison between Financial Accounts	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
6	Cost Accounts - Application of Cost Accounting	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
7	Cost Accounts - Application of Cost Accounting	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
8	Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
9	Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam

				Exam
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10	Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
11	Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
12	Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.	Lecture	BCH302.1.	Mid Term- 1, Quiz & End Sem Exam
13	Classification of materials - Material Control - Purchasing procedure	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
14	Classification of materials - Material Control - Purchasing procedure	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
15	Classification of materials - Material Control - Purchasing procedure	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
16	store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
17	store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
18	store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam

19	Methods of pricing materials issues - LIFO - FIFO	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
20	Methods of pricing materials issues - LIFO - FIFO	Lecture	BCH302.2.	Mid Term- 1, Quiz & End Sem Exam
21	Methods of pricing materials issues - LIFO - FIFO	Lecture	BCH302.2.	Mid Term- 2, Quiz &

				End Sem Exam
22	Weighted Average Method - Simple Average Method - Problems	Lecture	BCH102.2.	Mid Term- 2, Quiz & End Sem Exam
23	Weighted Average Method - Simple Average Method - Problems	Lecture	BCH302.2.	Mid Term- 2, Quiz & End Sem Exam
24	Weighted Average Method - Simple Average Method - Problems	Lecture	BCH302.2.	Mid Term- 2, Quiz & End Sem Exam
25	Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam
26	Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam
27	Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam
28	Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam

29	Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam
30	Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking	Lecture	BCH302.3.	Mid Term- 2, Quiz & End Sem Exam
31	Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate	Lecture	BCH302.3.	Quiz & End Sem Exam
32	Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate	Lecture	BCH302.3.	Quiz & End Sem Exam
33	Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan	Lecture	BCH302.3.	Quiz & End Sem

				Exam
34	Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan	Lecture	BCH302.3.	Quiz & End Sem Exam
35	Taylor's and Merrick's differential piece rate systems - Problems.	Lecture	BCH302.3.	Quiz & End Sem Exam
36	Taylor's and Merrick's differential piece rate systems - Problems.	Lecture	BCH302.3.	Quiz & End Sem Exam

Attainment

Session Course	2023-24
Name	B.Com (Hons)
Semester	3rd Semester
Subject Code	BCH301
Subject Name	Cost Accounting

Attainment Level	Level 3
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<u>Note:</u>	Rubric
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Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 302	Course Name: Corporate Law	Semester: III

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.
CO-2	Know about the Dividends and Rules regarding unpaid or unclaimed dividend
CO-3	Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans
CO-4	Evaluate the role of official Liquidator and implementation of Corporate Governance.
CO-5	will explore risk mitigation strategies and legal implications of non-compliance.
CO-6	will learn how to ensure legal compliance within corporations.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion

AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.	Mid Term-1, Quiz & End Sem Exam
	Module II: Promotion and Incorporation Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company, Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges	Mid Term-1, Quiz & End Sem Exam
	Module III: Directors of Company Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.	Assignment, Quiz & End Sem Exam
	Module IV: Dividends Dividends - Dividend to Equity & Preference shareholders, Rule regarding dividends, Declaration of Dividend out of Reserves, Rule regarding unpaid or unclaimed dividend	Assignment, Quiz & End Sem Exam
	Module V: Auditing Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.	Assignment, Quiz & End Sem Exam
	Module VI: Winding up of Company & Corporate Governance	Assignment, Quiz & End

	Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.	Sem Exam
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Exemption and privileges to private companies. 2. Memorandum of Association and its alteration, articles of association and its alteration 3. Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, 4. Mortgages & charges 5. Dividends - Dividend to Equity & Preference shareholders, 6. Rules regarding dividends
Suggested reading:	<p>11. Textbooks:</p> <ul style="list-style-type: none"> • M.C. Shukla & Gulshan: Principles of Company Law. • N.D. Kapoor: Company Law and Secretarial Practice. • M.C. Bhandari: Guide to Company Law Procedures. <p>12. Reference books</p> <ul style="list-style-type: none"> • Tuteja: Company Administration and Meetings. • S.C. Kuchahal: Company Law and Secretarial Practice. • Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	3	2	1	2	2	1	1	1	1	1
CO2	3	1	1	2	3	1	2	2	1	1
CO3	1	1	3	3	2	1	1	1	3	2
CO4	2	2	1	1	1	2	1	2	2	2
CO5	1	1	1	1	1	1	1	1	2	1
CO6	2	2	1	-	-	-	1	1	1	-

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 3rd Semester
Subject Code BCH302
Subject Name Corporate Law

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 303	Course : Entrepreneurship Development	Semester: III

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and grooving a new venture. The course also focuses on giving the students the concept of an entrepreneurs who is willing to accept all the risks & put forth the effort necessary to create a new venture.

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet
CO-2	Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.
CO-3	Able to recognize the essential of labour costing and causes and effect of labour turnover.
CO-4	will understand the challenges and opportunities associated with business growth.
CO-5	will explore scaling strategies, diversification, and international expansion.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Basic Concepts Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act. Project Based Learning -1 Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Project Appraisal Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages. Project Based Learning – 2 Activities and assignments: Students asked to finalize on their ideas and start writing business plans.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: : Financial Analysis Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Market and Materials Management Analysis Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Project Management Project Management Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster</p>	Assignment, Quiz & End Sem Exam

	Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.	
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success 2. Students asked to finalize on their ideas and start writing business plans. 3. the Investment Proposal, Outline for a Venture Capital Proposal. 4. market feasibility, activities and decisions in materials management – 5. International Markets
Suggested reading:	<p>13. Textbooks:</p> <ul style="list-style-type: none"> • Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad • Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad. <p>14. Reference books</p> <ul style="list-style-type: none"> • A Practical Guide to Industrial Entrepreneurs; Srivastave, S.B., Sultan Chand & Sons • Entrepreneurship Development; Bhanussali, Himalaya Publishing, Bombay
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 304	Course Name: Business Environment	Semester: III

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
3	3	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.

Course outcomes: After completion of course, the student will be able to:

CO-1	Will study the effects of globalization on business environments.
CO-2	will grasp the concept of business environment, including its internal and external components.
CO-3	will explore sustainable practices, corporate social responsibility (CSR), and environmental stewardship.
CO-4	will learn about international trade, foreign exchange, and cultural diversity.
CO-5	will understand government policies (monetary, fiscal) and their implications
CO-6	will learn how various factors (economic, social, political, technological) influence business operations.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion

AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Overview of Business Environment Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.	Mid Term-1, Quiz & End Sem Exam
	Module II: Indian Industrial environment Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).	Mid Term-1, Quiz & End Sem Exam
	Module III: Financial Environment Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).	Assignment, Quiz & End Sem Exam
	Module IV: Labour Environment Labour legislation in India, Social security benefits, Industrial dispute causes and preventive measures, Settlement of disputes, Internation Labour Organisation (ILO), Trade union- meaning and function Trade Union Act.	Assignment, Quiz & End Sem Exam
	Module V: Economic Planning and Development Planning in India- needs and objectives, five-year plans, planning commission, NITI Aayog, Green and white revolution- achievements and failures, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.	Assignment, Quiz & End Sem Exam
	Module VI : Global Environment Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. 2. Disinvestment, Industrial sickness, MRTP act 1969, 3. Competition law2002, 4. Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA). 5. SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).
Suggested reading:	<p>15. Textbooks:</p> <ul style="list-style-type: none"> • Francis Cherunillum, International Environment, Himalaya Publications. • Bedi Suresh, Business Environment, Excel Books, N. Delhi • Shaikh Saleem, Business Environment, Pearson Education • Bhatia H.L, International Economics, Vikas Publications <p>Reference books</p> <ul style="list-style-type: none"> • Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House • Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi • Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi • Luthans, Comparative International Management, Tata McGraw-Hill.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%

End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	3	1	2	2	2	3	2	1	2	2
CO2	2	2	3	3	2	2	3	2	1	1
CO3	3	3	3	3	3	2	2	1	1	1
CO4	2	1	3	2	3	2	3	2	1	1
CO5	1	1	2	3	3	3	2	2	2	1
CO6	-	-	-	1	-	2	2	-	-	1

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 3rd Semester
Subject Code BCH304
Subject Name Business Environment

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 401	Course Name: Management Accounting	Semester: IV

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To provide the students knowledge about the use of costing data for planning, control and decision making

Course outcomes: After completion of course, the student will be able to:

CO-1	Understand various costing systems and management systems
CO-2	Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques
CO-3	Evaluate the costs and benefits of different conventional and contemporary costing systems
CO-4	Analyze cost-volume-profit techniques to determine optimal managerial decisions.
CO-5	Apply cost accounting methods for both manufacturing and service industry.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments

AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Management Accounting Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Analysis and Interpretation of Financial Statements Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages. Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Funds Flow and cash Flow Analysis Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements. Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: : Budgets and Budgetary Control Concept of Budgets and Budgetary Control - Nature and Objectives Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget Purchase Budget, Cash Budget etc. - Flexible Budgets and Mast Budgets.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Cost Volume Profit Analysis and Responsibility Accounting Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point. Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments</p>	Assignment, Quiz & End Sem Exam

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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Use of various software packages to obtain different Management Accounting outputs like: (i) Fund Flow Statement, (ii) Ratio Analysis 2. -Comparative Financial Statements - Common size Statements - Trend Percentages. 3. Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart 4. Funds Flow Analysis - Construction of Funds Flow Statements. Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement.
Suggested reading:	<p>16. Textbooks:</p> <ul style="list-style-type: none"> • Dr. S.N. Maheswari , Management Accounting • Sexana, Management Accounting • Made Gowda, Management Accounting • Dr. S.N. Goyal and Manmohan, Management Accounting • B.S. Raman, Management Accounting <p>17. Reference books</p> <ul style="list-style-type: none"> • R.S.N. Pillai and Bagavathi, Management Accounting • Sharma and Gupta, Management Accounting • J. Batty, Management Accounting • Foster, Financial Statement Analysis, Pearson. • PN Reddy & Appanaiah, Essentials of Management Accounting.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	2	3	1	1	3	2	1	1	1	1
CO2	3	3	3	3	3	2	2	3	1	1
CO3	2	1	1	1	1	2	1	2	2	2
CO4	1	1	2	2	2	2	1	1	2	2
CO5	3	2	1	1	1	2	2	2	1	1

Attainment

Session Course	2023-24
Name	B.Com (Hons)
Semester	4th Semester
Subject Code	BCH401
Subject Name	Management Accounting
Attainment Level	Level 3

Note: Rubric

Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 402	Course Name: Macro Economics	Semester: IV

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To provide the basic knowledge of macro-economic concepts.

Course outcomes: After completion of course, the student will be able to:

CO-1	will grasp fundamental macroeconomic concepts, including GDP, inflation, unemployment, and economic growth.
CO-2	will explore the phases of business cycles (expansion, peak, recession, trough) and their implications.
CO-3	will study global economic trends, trade agreements, and international economic organizations.
CO-4	will delve into ethical considerations in business practices.
CO-5	will learn about legal frameworks related to business operations.
CO-6	will explore compliance requirements, contracts, and intellectual property rights.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction to Macroeconomics The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics	Mid Term-1, Quiz & End Sem Exam
	Module II: Introduction to National Income Accounting Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.	Mid Term-1, Quiz & End Sem Exam
	Module III: Schools of Macroeconomic Thoughts Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment	Assignment, Quiz & End Sem Exam
	Module IV: Keynesian Model Aggregate expenditure and equilibrium output; Consumption function theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's	Assignment, Quiz & End Sem Exam
	Module V: Money in the Modern Economy Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation	Assignment, Quiz & End Sem Exam
	Module VI: Inflation The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. The methodology of macroeconomics 2. Approaches to calculating GDP, GDP and personal income, 3. Nominal and real GDP 4. Say's Law of Markets and Classical Theory of Employment 5. Theories of Demand for Money: Quantity Theory and Keynes approach.
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	6. Baumol and Tobin Contributions and Friedman's restatement of quantity theory
Suggested reading:	18. Textbooks: <ul style="list-style-type: none"> • D.N. Devedi, Macroeconomics • I.C. Dhingra, Macroeconomics, Sultan Chand & Sons. • E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York. • G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York. 19. Reference books <ul style="list-style-type: none"> • R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill. • A.K. Basu, Fundamentals of Banking: Theory and Practice. • Reserve Bank of India, Functions and working of R.B.I.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs
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Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 403	Course Name: Investing in Stock Market	Semester: IV

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To equip students with the basic skills required to operate in stock market

Course outcomes: After completion of course, the student will be able to:

CO-1	will grasp fundamental concepts related to stocks, stock exchanges, and equity markets.
CO-2	will learn about stock indices, trading hours, and market participants.
CO-3	will explore the risk-return trade-off in stock investments.
CO-4	will delve into stock valuation methods, including fundamental analysis (using financial statements) and technical analysis (using price charts).
CO-5	will explore strategies for allocating assets across different stocks and sectors.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments

AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activates

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Basics of Investing Basics of Investment & Investment Environment. Risk and Return, Instruments of Investment -Equity shares, Preference shares, Bonds and Debentures. Indian Security Markets: Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stockbroker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information. Trading in securities: types of orders, using brokerage and analyst recommendations</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Indian Security Markets Primary Markets (IPO, FPO, Private placement, offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information. Trading in securities: types of orders, using brokerage and analyst recommendations.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Fundamental Analysis Top down and bottom up approaches, Analysis of international & domestic economic scenario, Industry analysis, Company analysis (Quality of management, financial analysis: Both Annual and Quarterly, Income statement analysis, position statement analysis including key financial ratios, Cash flow statement analysis, Industry market ratios: PE, PEG, Price over sales, Price over book value, EVA), Understanding Shareholding pattern of the company.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Technical Analysis Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and charting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts. Do's & Don'ts of investing in markets</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Investing in Mutual Funds Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, and entry load vs. exit load funds.</p>	Assignment, Quiz & End Sem Exam

	Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage, calculation and use of Net Asset Value.	
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> Trading in securities: types of orders, using brokerage and analyst recommendations. Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information. Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and charting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts. Do's & Don'ts of investing in markets
Suggested reading:	<p>20. Textbooks:</p> <ul style="list-style-type: none"> Kumar, Vinod and Nangia, Raj Sethi, Investing in Stock Markets, Ane books Singh J K , Singh Amit Kumar, Investing in Stock Markets, A K Publications, Delhi. Tripathi, Vanita and Pawar, Neeti (2019), Investing in Stock Market, Taxmann Publications. Aswath, Damodaran, Investment Validation Tools and Technique for Determining Mutual Funds, John Wiley & Sons <p>21. Reference books</p> <ul style="list-style-type: none"> Chandra, Prasanna. Investment Analysis and Portfolio Management, Tata McGraw Hill Gurman and Jochnk, Fundamentals of Investing, Pearworth Madura, Jeff, Personal Finance, Pearson
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	2	1	2	1	1	1	1	1	2	2
CO2	2	3	3	3	3	2	2	1	2	1
CO3	2	2	3	3	3	2	2	1	1	1
CO4	3	2	1	1	1	2	1	2	2	2
CO5	3	3	3	2	2	2	1	1	1	1

Attainment

Session Course	2023-24
Name	B.Com (Hons)
Semester	4th Semester
Subject Code	BCH403
Subject Name	Investing in Stock Market

Attainment Level	Level 3
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<u>Note:</u>	Rubric
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Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 404	Course Name: Business Statistics	Semester: IV

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To provide basic understanding of quantitative tools and their elementary application to business problems.

Course outcomes: After completion of course, the student will be able to:

CO-1	will grasp the basics of descriptive statistics, including measures of central tendency (mean, median, mode) and dispersion (range, variance, standard deviation).
CO-2	will delve into probability theory, including concepts like independent events, conditional probability, and Bayes' theorem.
CO-3	will study hypothesis testing techniques, such as t-tests and chi-square tests.
CO-4	will understand linear regression models and their use in predicting outcomes
CO-5	will explore time series analysis and forecasting methods.
CO-6	will learn how to create effective charts, graphs, and histograms.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Basics of Statistics & Measures of Central Tendency Definitions, Functions of Statistics, Statistics and Computers, Limitation of Statistics, Graphic Representation of Data, Measure of central tendency- Mean, Median and Mode for Grouped and ungrouped data. Combined- Mean.	Mid Term-1, Quiz & End Sem Exam
	Module II: Measures of Dispersion Measures of dispersion; Range, Mean Deviation, Standard deviation, coefficient of variation, Quartile. Deviation, skew ness and kurtosis, Difference between these measures and their interpretation	Mid Term-1, Quiz & End Sem Exam
	Module III: Correlation and Regression Correlation: simple, coefficient of correlation-Karl Pearson and Rank correlation partial and Multiple correlation Analysis, Regression analysis Estimation of regression line in a bivariate distribution - Least squares method, interpretation of regression coefficients	Assignment, Quiz & End Sem Exam
	Module IV: Time Series and index Numbers Time series analysis-concept and components Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative; Lapeer's Paasche's and Fisher, Family budget method; problems in the construction and limitations of index numbers Tests for ideal index number.	Assignment, Quiz & End Sem Exam
	Module V: Probability Theory Independent, Dependent, Mutually Exclusive, Favourable, Exhaustive & Complementary events, Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem.	Assignment, Quiz & End Sem Exam
	Module VI: Decision Tree Decision Theory: Decision making, under certainty, uncertainty & risk, Bayesian Analysis, Decision tree.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. - Mean, Median and Mode for Grouped and ungrouped data. Combined-Mean. 2. coefficient of correlation-Karl Pearson and Rank correlation partial and Multiple correlation Analysis, 3. Regression analysis Estimation of regression line in a bivariate distribution - Least squares method, interpretation of regression coefficients. 4. Family budget method; problems in the construction and limitations of index numbers Tests for ideal index number
Suggested reading:	<p>22. Textbooks:</p> <ul style="list-style-type: none"> • Allen, R.G.D, Mathematical Analysis for Economics, Macmillan Press, London. • Black, J. and J.F. Bradley, Essential Mathematics for Economics, John Wiley and Sons. • Chiang, A.C, Fundamental Method of Mathematical Economics, McGraw-Hill, New Delhi. <p>19.Reference books</p> <ul style="list-style-type: none"> • Croxton, F.E., D.J. Cowden and S. Klein, Applied General Statistics, Prentice Hall, New Delhi. • Gupta, S.C. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi. • Speigal, M.R, Theory and Problems of Statistics, McGraw-Hill Book, London.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10
CO1	1	1	2	2	2	2	1	1	2	2
CO2	3	3	3	3	3	2	2	3	1	1
CO3	3	3	3	3	3	2	2	1	1	1
CO4	1	1	2	2	2	2	1	1	2	2
CO5	1	1	2	2	2	2	1	1	2	2
CO6	-	2	-	1	-	1	-	-	2	-

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 4th Semester
Subject Code BCH404
Subject Name Business Statistics

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 501	Course Name: Income Tax & Law	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

Course outcomes: After completion of course, the student will be able to:

CO-1	Understand Income Tax Laws and its importance
CO-2	Analyse exemptions on different categories and sources of income
CO-3	Apply Income on Salaries and other components associated with salaries.
CO-4	Evaluate income from house properties and exempted income from house properties
CO-5	will explore tax implications for different business structures (proprietorship, partnership, company).
CO-6	will learn about income tax assessments, appeals, and dispute resolution mechanisms.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation

AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Brief History of Income Tax, Legal Frame work, Cannons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non-Agriculture Income). Revenue and Capital (a) Receipts (b) Expenditure (c) Loss. Residential Status and Incidence of Tax. Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Income from Salary Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Income from House Property Basis of Charge – Deemed Owners – Exempted Incomes from House Property –Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Profits & Gains of Business & Profession Profits & Gains of Business & Profession – Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deduction problems. Income from Capital Gains Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Income from other sources Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles ,horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources .</p>	Assignment, Quiz & End Sem Exam

	Permissible deductions from gross total income,(Under section 80C to 80U)	
	Module VI Set-Off & Carry Forward of Losses and Assessment of Individuals Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Cannons of Taxation 2. Revenue and Capital 3. Profits & Gains of Business & Profession 4. Computation of Capital Gains, Exemptions, Problems 5. Computation of interest on securities and dividend and permissible deductions from income from other sources .
Suggested reading:	<p>23. Textbooks:</p> <ul style="list-style-type: none"> • Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication. • B.B. Lal: Direct Taxes, Konark Publisher (P) ltd. • Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana. <p>24. Reference books</p> <ul style="list-style-type: none"> • Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication. • Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons. • Gaur & Narang: Income Tax..
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	1	2	3	3	3	-	2	1	2	2	2	3	2
CO2	3	2	2	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1
CO6	1	1	-	2	2	-	-	1	2	1	1	1	2

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 5th Semester
Subject Code BCH501
Subject Name Income Tax & Law

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 502	Course Name: Auditing	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course outcomes: After completion of course, the student will be able to:

CO-1	Able to understand the concept of auditing.
CO-2	Know the basic functions of internal check and control.
CO-3	Describe the role of auditors
CO-4	Evaluating the concept of audit report

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation

AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction to Auditing Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audits – statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit	Mid Term-1, Quiz & End Sem Exam
	Module II: Internal Check and Control Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.	Mid Term-1, Quiz & End Sem Exam
	Module III: Verification and Valuation Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities	Assignment, Quiz & End Sem Exam
	Module IV: Audit Report Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. 2. Efficiency audit 3. Concept and Preparation 4. Verification and valuation of assets and liabilities 5. Audit program or trading and non-trading organization 6. Preparation of clean and qualified audit report
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Suggested reading:	<p>25. Textbooks:</p> <ul style="list-style-type: none"> • TR Sharma, Auditing. • BN Tandon, Practical Auditing. • MS Ramaswamy, Principles and Practice of Auditing. • Dinakar Pagare, Practice of Auditing. • <p>26. Reference books</p> <ul style="list-style-type: none"> • Kamal Gupta, Practical Auditing. • P N Reddy & Appannaiah, Auditing. • Shekar, Auditing. • Pradeep Kumar, Auditing.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	2	3	3	-	2	2	2	2	2	3	2
CO2	2	1	1	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2

Attainment

Session Course Name: 2023-24
 Name: B.Com (Hons)
 Semester: 5th Semester
 Subject Code: BCH502
 Subject Name: **Auditing**

Attainment Level: Level 3

Note: Rubric

Attainments

Level 1: IF 60% of students secure more than 60% marks then level 1
 Level 2: IF 70% of students secure more than 60% marks then level 2
 Level 3: IF 80% of students secure more than 60% marks then level 3



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 511	Course Name: Financial Management	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To give insight into financial decision making, valuation concept, cost of capital and capital budgeting.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will acquire a solid foundation in financial concepts, including time value of money, risk and return, and financial markets.
CO-2	Will able to analyse Time Value of Money
CO-3	Will able to analyse Cost of capital
CO-4	Will able to apply Capital Budgeting
CO-5	Students will effectively communicate financial information to stakeholders through reports, presentations, and financial statements.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Concept of Financial Management Financial Management- finance function – aims of finance function – financial management – goals Of financial management – financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan.	Mid Term-1, Quiz & End Sem Exam
	Module II: Time Value of Money Valuation Concepts: Time Value of Money – discounting and compounding techniques.	Mid Term-1, Quiz & End Sem Exam
	Module III: Cost of Capital and Capital Budgeting Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings. Capital Budgeting and Techniques- Investment Decisions – capital budgeting – significance – techniques of evaluation of investment Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return, Profitability Index, Illustrations on Project feasibility	Assignment, Quiz & End Sem Exam
	Module IV: : Financing Decision and Dividend Decision Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems. Dividend Decision- Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.	Assignment, Quiz & End Sem Exam
	Module V: Working capital Management Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Financial decisions 2. Factors affecting financial plan 3. Valuation concepts: time value of money 4. Techniques of evaluation of investment proposals
Suggested reading:	<p>27. Textbooks:</p> <ul style="list-style-type: none"> • S N Maheshwari, Financial Management. • Khan and Jain, Financial Management. • Dorai Raj. S.N, Financial Management. • Sharma and Sashi Gupta, Financial Management. <p>28. Reference books</p> <ul style="list-style-type: none"> • I M Pandey, Financial Management. • James C Vanhorne, Financial Management. • Prasanna Chandra, Financial Management. • PN Reddy & Appanaiah, Financial Management.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 512	Course Name: Fundamental of Investment	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

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

Course outcomes: After completion of course, the student will be able to:

CO-1	Understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management
CO-2	Analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment
CO-3	Learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel
CO-4	Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models
CO-5	Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
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.	Mid Term-1, Quiz & End Sem Exam
	Module II: Sources of Financial Information, Efficient Market Theory	Mid Term-1, Quiz & End Sem Exam
	Module III: Bonds Valuation of Fixed Income Securities- Types of Bonds, Bond Rating and Bond Price, Bond Valuation. Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis	Assignment, Quiz & End Sem Exam
	Module IV: Portfolio risk and return Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities), , Risk and Return: Total risk and its factors. 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	Assignment, Quiz & End Sem Exam
	Module V: Financial derivatives Introduction to Financial derivatives, Financial derivatives Markets in India.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. The investment decision process 2. Indian securities market 3. Risk and return, Impact of Taxes 4. Inflation on return 5. Sources of Financial Information 6. Economic Analysis 7. Industry Analysis
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	8. Company Analysis 9. Technical Analysis
Suggested reading:	<p>29. Textbooks:</p> <ul style="list-style-type: none"> Bhalla, V.K., “Investment Management”, S. Chand & Co. <p>30. Reference books</p> <ul style="list-style-type: none"> Prasanna, Chandra, “Investment analysis and portfolio management”, Tata McGraw Hill
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	2	3	3	-	2	2	2	2	2	3	2
CO2	2	1	1	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 5th Semester
 Subject Code
 BCH512
 Subject Name
 Fundamental of Investment

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 521	Course Name: Principal of Marketing	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing.

Course outcomes: After completion of course, the student will be able to:

CO-1	To understand the role of marketing within society and within an economic system.
CO-2	To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
CO-3	To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
CO-4	To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
CO-5	To appreciate how a marketing perspective is important in your own personal and professional development.
CO-6	will recognize the importance of building and maintaining customer relationships for long-term success.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
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AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.	Mid Term-1, Quiz & End Sem Exam
	Module II: Markets and Segmentation Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation. Case 1 - Indian Refrigerator Market	Mid Term-1, Quiz & End Sem Exam
	Module III: Product Concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies. Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.	Assignment, Quiz & End Sem Exam
	Module IV: Promotion Nature and importance of promotion; Method of promotion - optimum promotion mix	Assignment, Quiz & End Sem Exam
	Module V: Price Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies. Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing	Assignment, Quiz & End Sem Exam
	Module VI: Distribution channels Concept and role - types of distribution channels - Factors affecting choice of a distribution channel. Case 2 - Marketing and Distribution of Mushroom	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Markets and Segmentation 2. Classification of products 3. New Product Development 4. Major Pricing Methods 5. Marketing and Distribution
Suggested reading:	<p>31. Textbooks:</p> <ul style="list-style-type: none"> • Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi. • Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi. Publications New Delhi. <p>32. Reference books</p> <ul style="list-style-type: none"> • Marchannd & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi. • Mohammad Amanatuallah: Principles of Modern Marketing. Kalyani
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	2	3	3	-	2	2	2	2	2	3	2
CO2	2	1	1	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1
CO6	1	-	-	-	2	-1	1	1	1	-	1	1	1

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 5th Semester
 Subject Code
 BCH521
 Subject Name
 Principal of Marketing

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 522	Course Name: Consumer Behavior	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies

Course outcomes: After completion of course, the student will be able to:

CO-1	Will understand the fundamental concepts underlying consumer behavior, including factors that influence purchasing decisions.
CO-2	will learn how to segment consumer markets based on demographics, psychographics, and behavioral patterns.
CO-3	will analyze advertising campaigns, product launches, and pricing strategies from a consumer-centric perspective.
CO-4	will explore topics such as deceptive advertising, privacy concerns, and sustainable consumption.
CO-5	will apply their knowledge to real-world scenarios, such as creating effective advertisements, designing customer experiences, and improving product offerings.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion

AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Introduction Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Environmental influences Culture Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Personal influence and Diffusion of Innovation Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Individual determinants of Consumer Behaviour Personality and self concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Consumer Decision process Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Difference in individual buyer behaviour and organizational buyer behaviour 2. Cross Cultural understanding of Consumer Behaviour 3. Product adoption and adoption process 4. Diffusion of innovation
Suggested reading:	<p>33. Textbooks:</p> <ul style="list-style-type: none"> • Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill. <p>34. Reference books</p> <ul style="list-style-type: none"> • Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall. • Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	2	3	3	-	2	2	2	2	2	3	2
CO2	2	1	1	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 5th Semester
 Subject Code
 BCH522
 Subject Name
 Consumer Behavior

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 531	Course Name: Human Resource Management	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organization which are people.

Course outcomes: After completion of course, the student will be able to:

CO-1	Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems
CO-2	Examine actual business cases and apply problem solving and critical thinking skills through group case studies
CO-3	Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.
CO-4	Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.
CO-5	Develop insights into maintaining harmonious employer-employee relationships

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: HR Process Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.	Mid Term-1, Quiz & End Sem Exam
	Module II: HR Planning Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees	Mid Term-1, Quiz & End Sem Exam
	Module III: Training and Development Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD	Assignment, Quiz & End Sem Exam
	Module IV: – Promotion, Transfer & Separation Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge VRS). Exit Interview.	Assignment, Quiz & End Sem Exam
	Module V: Performance Management Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Process of HRM, systems and techniques 2. Recruitment, Selection and Placement 3. Training and Induction
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	<p>4. Promotion and Transfers</p> <p>5. Performance Appraisal</p>
Suggested reading:	<p>35. Textbooks:</p> <ul style="list-style-type: none"> • Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi • Dessler G (2006). Human Resource Management, Pearson Education, India • Mathis R L and Jackson J H (2006). Human Resource Management, (10th Edn.) Cengage Learning, Indian Print. <p>36. Reference books</p> <ul style="list-style-type: none"> • Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition • Pattanayak B,(2014), Human Resource Management, 4th Edition , PHI
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 532	Course Name: Human Resource Accounting	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

Course outcomes: After completion of course, the student will be able to:

CO-1	To introduce the concept of Human resource accounting, its objectives, approaches to accounting process.
CO-2	To make the students understand the importance of investment in human resources and the need for accounting of human capital
CO-3	To provide information on responsibility accounting and management control
CO-4	To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements
CO-5	To learn about organizational climate

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: I: Introduction The Development and State of the Art of Human Resource Accounting, Role of Human Resource Accounting , Uses for Managers and Human Resource Professionals	Mid Term-1, Quiz & End Sem Exam
	Module II: Accounting for Human Resource Costs Measuring Human Resource Costs: Concepts and Methods First-Generation Accounting Systems for Human Resource Costs, Second-Generation Accounting Systems for Human Resource Costs	Mid Term-1, Quiz & End Sem Exam
	Module III: Accounting for Human Resource Value Determining Human Resource Value: Concepts and Theory Monetary Measurement Methods, Nonmonetary Measurement Methods	Assignment, Quiz & End Sem Exam
	Module IV: First-Generation Accounting Systems for Human Resource Value, Second and Third-Generation Accounting Systems for Human Resource Value, Applications and Implementations Designing and Implementing Human Resource Accounting Systems	Assignment, Quiz & End Sem Exam
	Module V: : Intellectual Property Laws (IPR) Applications for Improving Management, Training, and Personnel Decisions, Developing an Integrated Systems, Recent Advancement and Future Directions in Human Resource Accounting	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Monetary Measurement Methods 2. Measuring Human Resource Costs
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	<ol style="list-style-type: none"> 3. Applications and Implementations Designing and Implementing Human Resource Accounting Systems 4. First-Generation Accounting Systems for Human Resource Costs 5. Second-Generation Accounting Systems for Human Resource Costs
Suggested reading:	<p>37. Textbooks:</p> <ul style="list-style-type: none"> • Human Resource Accounting, by Gupta, R.K.; Anmol Publications. • Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House. <p>38. Reference books</p> <ul style="list-style-type: none"> • Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course	Correlation with POs	CORRELATION WITH
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Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 541	Course Name: Corporate Tax Planning	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The course is designed to provide knowledge of direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India

Course outcomes: After completion of course, the student will be able to:

CO-1	To provide knowledge about goods service tax
CO-2	To create employability to the students in the commercial tax practices
CO-3	To understand the procedure for registration, payment and refund of GST
CO4	To know tax related with movement of goods
CO5	To understand the appeals, offences and penalties with respect to GST

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation

AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Concept of Tax Planning Concept of Tax Planning: Meaning, Scope, Importance, Objectives of Tax Planning, Tax Avoidance, Tax Evasion and Tax Planning. Tax Management: Introduction, Difference between Tax Planning and Tax Management, Areas of Tax Management, Problems in tax planning. Scope of Tax Planning: Ownership Aspect, Activity Aspects & Locational Aspects, Nature of the Business & Tax Planning.	Mid Term-1, Quiz & End Sem Exam
	Module II: Introduction to Corporate Tax Planning Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.	Mid Term-1, Quiz & End Sem Exam
	Module III: Taxation of companies Computation of income under the heads of income applicable to corporate assesses, set off and carry forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.	Assignment, Quiz & End Sem Exam
	Module IV: Special Tax Provisions Special Tax Provisions for New Start-ups, Free Trade Zone Infrastructure Sector & Backward Areas. Tax Incentives for Exporter Tax Planning and Setting up New Business: Deductions Available New Industrial Undertakings, Amalgamation, Merger and Tax Planning.	Assignment, Quiz & End Sem Exam
	Module V: Financial Decisions Tax Planning Financial Decisions Tax Planning: Capital Structure Decision Dividend, Inter Corporate Dividend, Bonus Shares, Purchase of Assets Out of Own Funds or Out of Borrowed Funds. Overview of Law & Procedure relating to Patents, Trade marks & Copyrights, Infringement	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Tax Evasion and Tax Planning 2. Corporate tax planning 3. Tax avoidance and tax evasion
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Suggested reading:	<p>39. Textbooks:</p> <ul style="list-style-type: none"> • Lakhotia, R.N., and S.Lakhotia, Corporate Tax Planning Hand Book, Vision Books, New Delhi. • Vinod K. Singhania, Direct Taxes: Law and Practice, Taxmann publications, New Delhi. • Mehrotra and Goyal, Income Tax Law and Practice, Sahitya Bhawan, Agra. <p>40. Reference books</p> <ul style="list-style-type: none"> • Palkivala, N.A. and Palkivala B.A., Kanga and Palkivala's Law & practice of Income Tax, N.M. Tripathi. • Datey V.S.:GST Ready Reckoner, Taxman Publication, New Delhi • S S Gupta, GST – Law and Practice, Taxmann's Publications, New Delhi
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	2	2	2	2	1	1	2	2	1	2	1
CO2	1	1	2	2	3	2	2	3	1	1	2	2	1
CO3	3	3	3	3	3	2	2	1	1	1	3	1	1
CO4	2	2	1	1	1	2	1	1	1	1	2	2	1
CO5	1	1	1	1	2	1	2	2	2	2	1	2	3

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 5th Semester
 Subject Code
 BCH541
 Subject Name
 Corporate Tax Planning

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 542	Course Name: International Taxation	Semester: V

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.

Course outcomes: After completion of course, the student will be able to:

CO-1	Develop a foundational understanding of international taxation principles.
CO-2	Equip students with knowledge about bilateral and multilateral tax agreements.
CO-3	Familiarize students with transfer pricing regulations.
CO-4	Enable students to analyze tax-efficient structures for global businesses.
CO-5	Promote ethical decision-making in cross-border tax planning.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion

AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Context of international accounting. Introduction - The scale of differences - The importance of comparative accounting -The nature and growth of MNEs	Mid Term-1, Quiz & End Sem Exam
	Module II: Causes of international differences - Introduction - External environment and culture - Legal systems - Providers of finance- Taxation - The profession - Inflation -Theory - Accidents - Conclusion on the causes of international differences	Mid Term-1, Quiz & End Sem Exam
	Module III: Major international differences in financial reporting - Introduction -Fairness -Taxation - Conservatism and accruals - Provisions and reserves - Valuation bases - Consolidation - Uniformity and accounting plans - Formats - Shareholder orientation of financial statements	Assignment, Quiz & End Sem Exam
	Module IV: International classification of financial reporting Introduction - The nature of classification - Classifications by soci scientists - Classifications in accounting - Extrinsic classifications Intrinsic classifications - Developments related to the Nobes classification	Assignment, Quiz & End Sem Exam
	Module V: Harmonization of financial reporting - Introduction - Reasons for, obstacles to and - measurement of harmonisation - The International Accounting Standards -Committee - Other international bodies - EU harmonization	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Providers of finance- Taxation 2. Conservatism and accruals 3. Shareholder orientation of financial statements 4. International classification of financial reporting
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Suggested reading:	41. Textbooks: <ul style="list-style-type: none"> Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author) , Prentice Hall
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES
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AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 601	Course Name: Research Methodology and Report Preparation	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research; To develop contents and organization of both the written report and oral presentation for which the research study was done.

Course outcomes: After completion of course, the student will be able to:

CO-1	Introduce students to the foundational concepts of research methodology.
CO-2	Compare and contrast major quantitative and qualitative research approaches.
CO-3	Propose research studies and justify methodological decisions.
CO-4	Familiarize students with data collection techniques and statistical tools.
CO-5	Enhance students' ability to communicate research findings effectively.
CO-6	Understand the research process from design to data analysis and report writing.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses	Mid Term-1, Quiz & End Sem Exam
	Module II: Data collection methods Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques	Mid Term-1, Quiz & End Sem Exam
	Module III: Sampling Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.	Assignment, Quiz & End Sem Exam
	Module IV: Data Collection Field Work Fieldwork procedure, Common sources of error in the fieldwork Minimizing fieldwork errors, Tabulation of collected data	Assignment, Quiz & End Sem Exam
	Module V: Data Analysis Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package	Assignment, Quiz & End Sem Exam
	Module VI: Report Writing Research presentation and research process examination; Report writing – Format and Types of research report.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Scales and Measurements 2. Construction of Hypotheses 3. Primary And Secondary Data 4. Projective techniques
Suggested reading:	<p>42. Textbooks:</p> <ul style="list-style-type: none"> • Cooper D R, Schindler P S and Sharma J K (2012), Business Research Methods(11th edition), Tata McGraw-Hill • Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India <p>43. Reference books</p> <ul style="list-style-type: none"> • Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons. • Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 602	Course Name: E Commerce	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
3	3	0	0	40	60	3	3	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

Course outcomes: After completion of course, the student will be able to:

CO-1	To focuses on the three major driving forces that permeate all aspects of ecommerce: business development and strategy, technological innovations, and social and legal issues and impact
CO-2	To covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.
CO-3	To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies
CO-4	Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce
CO-5	To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
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AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: E-Commerce Concept Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Types of E-Commerce Applications of B2C Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: E-Marketing Applications in B2B Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.</p>	Assignment, Quiz & End Sem Exam

	<p>Module IV: E-Finance Applications in Governance, E-government; E-governance – applications of the internet; Concept government-to-business, business-to-government and citizen-to-government; E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking operations in E-Banking. E-Trading- Stock marketing, trading v/s I Trading, Importance of E-Trading, Advantages of E-trading operational aspects of E-Trading.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: E-Payment Emerging Business Models Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India. Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

<p>List of Assignments</p>	<ol style="list-style-type: none"> 1. E-Commerce practices v/s traditional practices 2. E-Commerce, proxy services 3. Concept of EDI, 4. Difference between paper based Business and EDI Based business 5. E-Auction Applications in B2C- E-Banking, E-Trading 6. Consumer to consumer and peer to peer business model Introduction and basic concepts 7. Marketing issue in E-Marketing 8. E-Banking, traditional v/s E-Banking
<p>Suggested reading:</p>	<p>44. Textbooks:</p> <ul style="list-style-type: none"> • Computer Today, S. Bansundara • E-Commerce, S. Jaiswal <p>45. Reference books</p> <ul style="list-style-type: none"> • E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
<p>Suggested e- resources (Websites/e-books)</p>	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
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Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	1	1	2	2	1	1	1
CO2	3	3	3	3	2	1	2	2	2	2
CO3	2	3	3	2	3	3	3	2	2	2
CO4	3	2	3	3	1	3	3	3	3	3
CO5	2	2	3	2	2	1	2	2	2	2

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 6th Semester
Subject Code BCH602
Subject Name E Commerce

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 611	Course Name: Financial Markets & Financial Services	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

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

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will comprehend the structure, functions, and participants of financial markets, including stock exchanges, bond markets, commodity markets, and derivatives markets. They will explore how these markets facilitate capital formation, liquidity, and risk management.
CO-2	Student will gain knowledge about various investment vehicles such as stocks, bonds, mutual funds, and exchange-traded funds (ETFs). They will learn to evaluate risk-return trade-offs, investment strategies, and portfolio diversification techniques.
CO-3	Student will delve into the services offered by banks, non-banking financial institutions (NBFCs), insurance companies, and other financial intermediaries. Topics include retail banking, corporate banking, insurance products, and wealth management services.
CO-4	Students will develop skills to assess financial risks faced by individuals, businesses, and institutions. They will understand credit risk, market risk, liquidity risk, and operational risk. Additionally, they will explore risk mitigation strategies.
CO-5	Student will study the legal and regulatory aspects governing financial markets and services. This includes understanding the role of regulatory bodies, compliance requirements, and investor protection measures.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I : Capital market intermediaries: Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.	Mid Term-1, Quiz & End Sem Exam
	Module II: Regulation of securities markets Security and Exchange Board of India(SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement	Mid Term-1, Quiz & End Sem Exam
	Module III: Leasing Hire Purchase and Consumer Credit Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization	Assignment, Quiz & End Sem Exam
	Module IV: Venture Capital Financing International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship	Assignment, Quiz & End Sem Exam
	Module V: Other Financial services Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign	Assignment, Quiz & End Sem Exam

	Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository	
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Security and Exchange Board of India(SEBI) 2. Trading rules and regulations 3. Development of Leasing Hire Purchase and Consumer Credit 4. International Experiences in Venture Capital Financing 5. Venture Capital Financing in India 6. Factoring Services 7. Types of Credit Rating
Suggested reading:	<p>46. Textbooks:</p> <ul style="list-style-type: none"> • 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. <p>47. Reference books</p> <ul style="list-style-type: none"> • B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House. • Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH612	Course Name: Insurance & Risk Management	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

This course enables the students to know the fundamentals of Insurance.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will grasp the fundamental concepts of insurance, including risk pooling, indemnification, and insurable interest. They will explore different types of insurance policies (life, health, property, etc.) and their significance in risk mitigation.
CO-2	Student will develop skills to assess and analyze various risks faced by individuals, businesses, and organizations. This includes evaluating financial, operational, and strategic risks. Students will learn risk identification techniques and risk measurement methods.
CO-3	Student will delve into the specifics of insurance products, such as term life insurance, whole life insurance, fire insurance, and liability insurance. They will understand the features, benefits, and limitations of each type of policy.
CO-4	Students will learn the process of filing insurance claims, investigating losses, and negotiating settlements. They will explore the role of insurance adjusters, loss assessors, and the legal aspects related to claims.
CO-5	Student will study the legal provisions governing insurance contracts, consumer rights, and ethical practices. They will understand the role of insurance regulators and compliance requirements for insurance companies.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Introduction to insurance Purpose & need of insurance - Types of Insurance - Insurance as a social security tool - Insurance & Economic development, Fundamentals / Principles of Insurance - Primary & Secondary Principles. Risk Management and its managerial aspects- risk management-concept, evolution, purpose, scope, importance and its future.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Life Assurance Meaning & significance, procedure of taking Life Insurance Policy - Policy conditions- Types of Policies - (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims. Life Insurance Agent - Appointment of Agent - Licence Procedure - Functions of Agent. - Agent's compensation - code of conduct. Life Insurance Corporation of India Role and performance - Marketing & promotion strategy of Insurance Services- Govt. Policy on Insurance service sector - Privatisation of Insurance sector- Insurance Regulatory Development Act. 1999.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Fire Insurance Nature, meaning - Procedure of taking fire insurance policy - Policy conditions - Kinds of policies - Settlement of claims.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Marine Insurance Nature, Meaning - procedure of taking marine insurance Policy clauses of marine policy - Types of policies.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Accidental Insurance (only nature & cover given each) 1) Motar Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance.</p>	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Types of Insurance 2. Risk Management and its managerial aspects 3. Life Insurance Policy - Policy conditions 4. Settlement of claims 5. Marine Insurance 6. Insurance Regulatory Development Act. 1999.
Suggested reading:	<p>48. Textbooks:</p> <ul style="list-style-type: none"> • Mishara M. N: Insurance Principles & practice - S. Chand & Co., New Delhi. • M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarth. • Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan. • Life Insurance Act of 1956 • Insurance Regulator Development Act. 1999. • Gupta O. S: Life Insurance, Frank Brothers, New Delhi. <p>49. Reference books</p> <ul style="list-style-type: none"> • Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi • Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 613	Course Name: International Finance	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To provide students with a comprehensive understanding of the principles and practices of international finance and the fundamental concepts required for decision-making in a globalized financial environment.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will gain knowledge about the structure, functioning, and interconnections of financial markets, institutions, and regulatory frameworks across different countries. They will explore topics such as foreign exchange markets, international banking, and global investment strategies.
CO-2	will develop the ability to analyze exchange rate fluctuations, factors influencing currency values, and the impact of exchange rate movements on trade, investment, and economic stability. They will also explore exchange rate determination models.
CO-3	Students will learn techniques to manage financial risks associated with cross-border transactions. This includes understanding hedging strategies, currency risk exposure, and the use of derivatives to mitigate risks.
CO4	Participants will explore how multinational corporations evaluate investment projects across different countries. They will study concepts like cost of capital, capital budgeting techniques, and the challenges of assessing projects in diverse economic environments.
CO5	will be introduced to IFRS, which is essential for preparing financial statements in a globalized business environment. They will understand the key differences between IFRS and local accounting standards.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: : Introduction to International Finance Overview of International Finance, Evolution and Features of the Global Monetary System, Balance of Payments: Definition, Components, and Importance, The International Flow of Funds.	Mid Term-1, Quiz & End Sem Exam
	Module II: Foreign Exchange Markets and Risks Structure and Functions of the Foreign Exchange Market, Determination of Exchange Rates: Spot and Forward, Currency Derivatives: Futures, Options, and Swaps, Exchange Rate Risk: Transaction, Translation, and Economic Exposure	Mid Term-1, Quiz & End Sem Exam
	Module III: International Financial Markets and Instruments Introduction to International Banking and Money Markets, International Capital Markets: Bonds and Equities, Eurocurrency Markets: Features and Instruments, Country Risk Analysis	Assignment, Quiz & End Sem Exam
	Module IV: Financing and Investing Internationally Multinational Capital Budgeting, International Portfolio Management, Foreign Direct Investment: Opportunities and Risks, Financing Strategies in International Markets.	Assignment, Quiz & End Sem Exam
	Module V: Managing Risk in International Finance Currency Risk Management Techniques, Interest Rate Risk and Its Management, Hedging Techniques Using Derivative Instruments, Integrated Risk Management for Multinational Corporations.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Evolution and Features of the Global Monetary System 2. The International Flow of Funds 3. Structure and Functions of the Foreign Exchange Market
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	<ol style="list-style-type: none"> 4. Currency Derivatives 5. Exchange Rate Risk 6. Eurocurrency Markets 7. Country Risk Analysis 8. Multinational Capital Budgeting
Suggested reading:	<p>50. Textbooks:</p> <ul style="list-style-type: none"> • Eun, C. S., & Resnick, B. G. (2015). International Financial Management. McGraw-Hill. • Levi, M. (2005). International Finance. Routledge. <p>51. Reference books</p> <ul style="list-style-type: none"> • Pilbeam, K. (2006). International Finance. Palgrave Macmillan. • Moosa, I. A. (2003). International Financial Operations: Arbitrage, Hedging, Speculation, Financing and Investment. Palgrave Macmillan
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: 621	Course Name: Integrated Marketing Communications	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will grasp the foundational concepts of IMC, including its role in creating consistent brand messages across various communication channels.
CO-2	Students will explore strategies for aligning marketing communication with organizational goals.
CO-3	Students will delve into media planning, including selecting appropriate channels (TV, radio, print, digital) based on audience demographics and reach.
CO-4	Students will study the art of crafting persuasive content for advertisements, social media, email campaigns, and other channels.
CO-5	Students will understand key performance indicators (KPIs) for evaluating IMC campaigns.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams

AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: Developing the Integrated Marketing Communication Programme: Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom-Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Digital Media & Advertising: Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law,</p>	Assignment, Quiz & End Sem Exam

	Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI	
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Communication response hierarchy 2. The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model 3. Setting communication objectives, Sales as marcom objective 4. Planning and development of creative marcom 5. Media planning and selection decisions
Suggested reading:	<p>52. Textbooks:</p> <ul style="list-style-type: none"> • R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi. • M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York. <p>50. Reference books</p> <ul style="list-style-type: none"> • W. Stern, EI-Ansary, T. Coughlan, Marketing Channels, 5th Edition, P.H.I, New Delhi. • Gupta. S. L, Sales & Distribution Management, Excell Books, New Delhi.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 622	Course Name: Sales And Distribution Management	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will learn various sales techniques, such as consultative selling, relationship-based selling, and solution selling.
CO-2	Students will explore different distribution channels (direct, indirect, online, etc.) and their pros and cons
CO-3	Students will study methods for sales forecasting, including quantitative models and qualitative judgment.
CO-4	Students will delve into managing key accounts (major clients) effectively.
CO-5	Students will explore performance metrics for sales teams, such as conversion rates, average deal size, and customer lifetime value.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: : Introduction Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management. Sales Organization, Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities.	Mid Term-1, Quiz & End Sem Exam
	Module II: : Controlling sales effort Sales forecasting. Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.	Mid Term-1, Quiz & End Sem Exam
	Module III: : Managing Sales Force Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective. Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel	Assignment, Quiz & End Sem Exam
	Module IV: Personal Selling Introduction to Personal Selling: Qualities of effective sales person Personal selling situations, Personal selling process: Pre approach Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.	Assignment, Quiz & End Sem Exam
	Module V: Distribution and Logistics Management Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Sales management 2. Sales forecasting 3. Concept and procedure of devising sales territories 4. Sales force management 5. Personal Selling
Suggested reading:	<p>53. Textbooks:</p> <ul style="list-style-type: none"> • Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall. • Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press. • Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan. <p>54. Reference books</p> <ul style="list-style-type: none"> • Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications. • Walker, Churchill Ford, Management of Sales Force
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	3	2	3	3	3	3	2	2	2	2	2	2	1
CO2	3	3	1	2	3	3	2	3	3	3	3	2	3
CO3	3	1	2	2	3	2	3	3	3	2	2	1	2
CO4	2	2	1	1	1	2	1	1	1	1	2	2	2
CO5	1	2	2	2	3	1	2	2	2	2	2	2	3

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 6th Semester
 Subject Code
 BCH622
 Subject Name
 Sales and Distribution Management

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 623	Course Name: Brand Management	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will understand the concept of brand identity, including brand elements (logo, tagline, colors) and brand personality.
CO-2	Students will explore methods to measure brand equity, such as brand awareness, perceived quality, brand associations, and loyalty.
CO-3	Students will learn how to create consistent brand messages across various channels (advertising, PR, digital, etc.).
CO-4	Students will study brand extensions (launching new products under an existing brand) and their risks.
CO-5	Students will understand the importance of crisis communication in maintaining brand reputation.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Introduction Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.	Mid Term-1, Quiz & End Sem Exam
	Module II Brand Positioning and value Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.	Mid Term-1, Quiz & End Sem Exam
	Module III: Brand Marketing Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding.	Assignment, Quiz & End Sem Exam
	Module IV: Brand Performance and Branding strategies Brand value chain, Brand equity management system. Brand hierarchy Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension Managing Brands over time ,Branding strategy over PLC.	Assignment, Quiz & End Sem Exam
	Module V: Managing Brands Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Brand Equity 2. Brand management process 3. Sources of brand equity 4. Brand Building 5. Brand value chain 6. Evaluating opportunities of brand extension 7. Brand Audit
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Suggested reading:	<p>55. Textbooks:</p> <ul style="list-style-type: none"> • Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Printice Hall. <p>56. Reference books</p> <ul style="list-style-type: none"> • Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition • Understanding Brands, Cowley D
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES
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Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 631	Course Name: Industrial Relations and Labour Laws	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the importance and various aspects of industrial relations and labour laws.

Course outcomes: After completion of course, the student will be able to:

CO-1	Elaborate on the concepts of Industrial Relation.
CO-2	Illustrate the role and applicability of the various Acts
CO-3	Outline the important causes and impact of industrial disputes.
CO-4	Summarize important provisions of various Acts
CO-5	Students will delve into compliance requirements related to labour laws.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation

AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activities

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: I Industrial Relation Concepts, Nature of industrial relations, Importance of industrial relations, Approaches to industrial relations, The Labour movement, Characteristics of Indian Labour. Indian Trade Union Movement Nature of Trade Unions, Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies, Trade Union Act 1926, Trends in Trade Union Movement in India.	Mid Term-1, Quiz & End Sem Exam
	Module II: Collective Bargaining Concept and Prerequisites for collective bargaining, Process and Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. types of workers participation in management. Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.	Mid Term-1, Quiz & End Sem Exam
	Module III: Grievance handling and Industrial Discipline to Maintain Effective Industrial Relations Meaning & Concept of grievance – causes of grievance – effects of grievance - Grievance redressal procedure, purview of Industrial Employment (standing orders) Act 1946, Discipline, Meaning & Importance, Disciplinary Procedure and domestic enquiry. Industrial Disputes Meaning of Industrial Conflicts, Causes of Industrial Conflicts, Machinery for resolving Industrial Disputes under the Industrial Disputes Act 1947.	Assignment, Quiz & End Sem Exam
	Module IV: Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concept of Labour Welfare & Social Security, Types of Welfare Activities Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.	Assignment, Quiz & End Sem Exam
	Module V: Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension. Quality of Work life-Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Approaches to industrial relations 2. Indian Trade Union Movement 3. Collective Bargaining 4. Quality Circle 5. Grievance handling and Industrial Discipline 6. Labour Welfare & Social Security
Suggested reading:	<p>57. Textbooks:</p> <ul style="list-style-type: none"> • Davar, Personnel management and Industrial Relations. • C.B. Memoria, Dynamics of industrial Relations in India. • Johnson, Introduction to Industrial Relations. • Sharma A.M, Industrial Relations. • Biswanth Ghosh, Personnel management and Industrial Relations. • Bhagdiwall- Flippo, Personnel management and Industrial Relations. • Arora, Labour law. <p>58. Reference books</p> <ul style="list-style-type: none"> • D. Sanjeeviah, Labour problems and Industrial Developments in India. • Sharma A .M, Aspects of Labour welfare and social security • Prasanna Chandra, Labour problem Social Security and Welfare. • Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%

End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	3	3	2	2	3	2	3	2	2	2	2	1	2
CO2	3	3	2	2	2	2	2	2	3	3	2	2	3
CO3	3	1	2	2	3	2	3	3	3	2	2	1	2
CO4	1	2	1	1	1	2	1	1	1	1	2	3	2
CO5	2	2	2	2	3	1	2	2	2	2	2	2	3

Attainment

Session Course 2023-24
Name B.Com (Hons)
Semester 6th Semester
Subject Code BCH631
Subject Name Industrial Relations and Labour Laws

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
Level 2 IF 70% of students secure more than 60% marks then level 2
Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 632	Course Name: Compensation Management	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.

Course outcomes: After completion of course, the student will be able to:

CO-1	Understand the different components of compensation
CO-2	Comprehend and evaluate the role of pay commissions in compensation planning
CO-3	Evaluate and implement the knowledge to solve compensation-related problems in organizations
CO-4	Rationally design the compensation structure for the organization
CO-5	Comprehend the legal aspects associated with compensation

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion

AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Introduction to Compensation Management Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation. Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity, Recent trends in compensation management and the use of information technology. Ethics in Compensation Management.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Wage Policies and Pay Structure Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation. Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act.</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Legal Framework of Compensation Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.</p>	Assignment, Quiz & End Sem Exam
	<p>Module IV: – Benefits & Services Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee service benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.</p>	Assignment, Quiz & End Sem Exam
	<p>Module V: Incentivizing the Workforce Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations</p>	Assignment, Quiz & End Sem Exam

	employees for managers and professionals, for sales persons, Total compensation Program	
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Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Compensation plan and business strategy 2. Devising a compensation plan 3. Recent trends in compensation management 4. Fixation of wages 5. Legal Framework of Compensation
Suggested reading:	<p>59. Textbooks:</p> <ul style="list-style-type: none"> • A.M. Sharma, Understanding Wage System. • N.D. Kapoor, Labour Legislation. <p>60. Reference books</p> <ul style="list-style-type: none"> • C.B. Memoria, Personnel management. • The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 633	Course Name: International HRM: Approaches	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will explore various global HRM models, such as the ethnocentric, polycentric, geocentric, and Regio centric approaches.
CO-2	Students will develop cross-cultural awareness and sensitivity.
CO-3	Students will understand international recruitment and selection methods.
CO-4	Students will delve into compensation structures, including base pay, incentives, and allowances.
CO-5	Students will delve into compensation structures, including base pay, incentives, and allowances.
CO-6	Student will explore ethical dilemmas in international HRM, such as human rights violations, labor exploitation, and environmental impact. They will analyze sustainable HR practices that balance organizational goals with social responsibility

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Internationalization Broad overview of International Human Resource Management features, elements, benefits and limitations, Domestic and International HRM, Factors influencing the global work environment.	Mid Term-1, Quiz & End Sem Exam
	Module II: Strategic Human Resource Management Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.	Mid Term-1, Quiz & End Sem Exam
	Module III: Cross-Cultural Management Cultural diversity in consortia formation, developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede	Assignment, Quiz & End Sem Exam
	Module IV: International Recruitment, Training and Reward Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.	Assignment, Quiz & End Sem Exam
	Module V: Performance Management and Compensation in International Business Context for international performance management, framework for performance management, Compensation, issue of double taxation.	Assignment, Quiz & End Sem Exam
	Module VI: Best HR Practices Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisational.	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Domestic and International HRM 2. Integrating the business and HR strategies 3. Cultural diversity in consortia formation 4. Recruiting from Host country 5. Reward strategies for international execution
Suggested reading:	<p>61. Textbooks:</p> <ul style="list-style-type: none"> • Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson. <p>62. Reference books</p> <ul style="list-style-type: none"> • By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press. • By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	2	2	-	3	-	-	2	2	2	2	2	1	2
CO2	2	-	-	2	-	-	2	3	3	3	3	2	3
CO3	3	-	-	2	3	2	3	-	3	2	2	1	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1
CO6	1	-	-	-	-	2	-	1	1	1	1	1	1

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 6th Semester
 Subject Code
 BCH633
 Subject Name
 International HRM: Approaches

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 641	Course Name: Computerized Accounting System	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To help students to understand the computerization of accounting system and the use of the software Tally.

Course outcomes: After completion of course, the student will be able to:

CO-1	After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
CO-2	Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
CO-3	Students will possess required skill and can also be employed as Tally data entry operator.
CO4	To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.
CO5	To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Accounting Concepts Concepts of Accounting, Manual vs Computerized Accounting, Golden Rule, Accounting Equation etc.	Mid Term-1, Quiz & End Sem Exam
	Module II: Introduction to Tally Introduction, Creation of Company, Introduction to Gateway of Tally, Menu, Company Info menu.	Mid Term-1, Quiz & End Sem Exam
	Module III: Accounts Configuration & Classification Features & Configuration options for company maintaining accounts, Planning about organization of Chart of Accounts, Group and Ledgers	Assignment, Quiz & End Sem Exam
	Module IV: Account Masters and Vouchers Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.	Assignment, Quiz & End Sem Exam
	Module V: Final Accounts Viewing Balance Sheet, P& L Account, Trial Balance	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Computerized Accounting, Golden Rule, Accounting Equation 2. Introduction to Gateway of Tally 3. Planning about organization of Chart of Accounts, Group and Ledgers 4. Working with Account Masters
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Suggested reading:	63. Textbooks: <ul style="list-style-type: none"> • Implementing Tally 6.3 by A.K. Nadhani, K. K. Nadhani, BPB Pub. • Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub. 64. Reference books <ul style="list-style-type: none"> • Computerised financial accounting using tally- Rajan Chougule
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES
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AMITY UNIVERSITY

MADHYA PRADESH

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

Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 642	Course Name: Goods And Services Tax	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if any
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To course aims to provide the students an understanding of the GST law in the Country. To provide them with a working knowledge of principles and provisions of GST. To provide an insight into practical aspects of GST.

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will grasp the fundamental concepts of GST, including its applicability, registration process, and compliance requirements.
CO-2	Students will learn how to prepare and file GST returns, including GSTR-1, GSTR-3B, and annual returns.
CO-3	Students will analyze the impact of GST on various business functions, such as pricing, supply chain, and working capital management.
CO-4	Students will gain insights into GST audit procedures, including the role of auditors and the documentation required.
CO-5	Students will develop skills to optimize tax liability through effective GST planning.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	Module I: Meaning and features of Goods and Services (GST) background, necessity and implementation of GST, Favourable impacts and difficulties of GST, Important terms and definitions – Business, place of business, Composite supply, goods, input goods and input services, input tax, exempt supply, gross turnover, capital goods, tax invoice, Electronic Cash Ledger, Electronic Credit ledger, Inward and Outward Supply, Person, Supplier, Job work, Reverse Charge, Recipient and other definitions under Section 2. Classification of Goods and Services Tax.	Mid Term-1, Quiz & End Sem Exam
	Module II: Meaning and scope of Supply/ Tax liability on composite and mixed supplies. Levy and collection of Tax. Registration under GST. Persons liable/ not liable for registration. Compulsory registration, process for Registration, Issue of Registration Number (GSTIN). Amendment and Cancellation of Registration.	Mid Term-1, Quiz & End Sem Exam
	Module III: List of Exempted Goods under GST. Time and Place of Supply of Goods and Services. Determination of Value of Taxable Supply. Practical Problems, Preparation of Tax Invoice Rules and Proforma.	Assignment, Quiz & End Sem Exam
	Module IV: Composition levy – Persons eligible to opt for composition, intimation for composition option. Conditions and restriction for composition, Rate of tax for the composition levy and rules regarding returns. Practical Problems relating to composition levy.	Assignment, Quiz & End Sem Exam
	Module V: Rules, Provisions and procedure for Input Tax Credit. Provisions regarding Job Work. Classification of Taxable Goods and Services on the basis of tax rates (Practical Problem)	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Background, necessity and implementation of GST 2. Supply/ Tax liability on composite and mixed supplies 3. Issue of Registration Number (GSTIN). Amendment and Cancellation of Registration 4. List of Exempted Goods under GST 5. Composition levy – Persons eligible to opt for composition
Suggested reading:	<p>65. Textbooks:</p> <ul style="list-style-type: none"> • Goods and Services Tax by Shripal Saklecha & Anit Saklecha - Satish Printers and Publishers • Goods and Services Tax by H C Mehrotra – Sahitya Bhawan Publication <p>66. Reference books</p> <ul style="list-style-type: none"> • Goods and Services Tax by CA Anoop Modi & CA Mahesh Gupta - SBPD Publication, Agra.
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	Correlation with POs										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P S O 1	P S O 2	P S O 3
CO1	1	-	2	2	-	-	2	2	2	2	3	1	2
CO2	2	3	2	1	-	3	2	3	3	3	2	2	3
CO3	3	2	-	2	3	2	3	-	3	2	2	2	1
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	3

Attainment

Session Course Name
 2023-24
 B.Com (Hons)
 Semester
 6th Semester
 Subject Code
 BCH642
 Subject Name
 Goods And Services Tax

Attainment Level Level 3

Note: Rubric

Attainments

Level 1 IF 60% of students secure more than 60% marks then level 1
 Level 2 IF 70% of students secure more than 60% marks then level 2
 Level 3 IF 80% of students secure more than 60% marks then level 3



Syllabus

Programme Name: B.Com		Session: 2023-2024
Course Code: BCH 643	Course Name: Personal Tax Planning	Semester: VI

Credits (Total)	L	T	P	Marks		Contact Hours (per week)	Independent Study Hour (per week)	Section (Group)
				(Internal/External)				
4	4	0	0	40	60	4	4	Pls name the section if an-y
Curriculum level						Basic and Applied	Student specific course outcome	Higher Education Placement Research

Course Objective:

To provide basic knowledge of Income Tax and its planning to students in easily comprehensible manner with a view to equip them to use the legitimate tool of planning in their economic life

Course outcomes: After completion of course, the student will be able to:

CO-1	Students will comprehend the fundamental principles of income tax laws, including provisions related to exemptions, deductions, and tax slabs.
CO-2	Students will learn various tax-saving strategies, such as investing in tax-saving instruments (e.g., ELSS, PPF, NPS), structuring salary components, and utilizing exemptions.
CO-3	Students will gain practical knowledge of the income tax return filing process.
CO4	Students will analyze the tax implications of investment choices, including capital gains, dividends, and interest income.
CO5	Students will explore ethical dilemmas related to tax planning, such as tax evasion versus tax avoidance.

Teaching Pedagogy:

T1	Activity based learning through lab experiments like Dissection, Power Point Presentations and white board teaching
T2	Class/Seminars Quiz/ Assignments

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning

AT1-3	Midterm Exams
AT1-4	Flip Class/Group Discussion
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Poster
AT1-8	Oral <i>viva-voce</i> examination
AT1-9	Charts/Model/Class Activites

Prerequisites	Module wise contents details	Assessment tools
Course Contents	<p>Module I: Concept of Tax Planning</p> <p>(i) Meaning of tax planning, tax avoidance, tax evasion and tax management; Objectives of tax planning; Case studies relating to tax planning, tax avoidance, tax evasion and tax management.</p> <p>(ii) Tax Planning with reference to residential status: Relevance of residential status in computing taxable income; Determination of residential status of an individual, HUF, company, other persons; Relationship between residential status and incidence of tax; Case studies relating to residential status; Double taxation relief under Sections 90 and 91.</p> <p>(iii) Provisions relating to concept of agricultural income; Composite income; Tax treatment and tax planning of agricultural income</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module II: Tax Planning with Reference to Salary Income</p> <p>(i) Tax planning in respect of salary income: Bonus; Fees; Commission and allowances; Valuation of perquisites; Allowances; Retirement benefits like gratuity, leave encashment, pension tax relief under Section 89 (1) (arrears of salary).</p> <p>(ii) Case studies based on designing pay package</p>	Mid Term-1, Quiz & End Sem Exam
	<p>Module III: Tax Planning in relation to Income from House Property and Business Income</p> <p>(i) Tax Planning in respect of self-occupied house property, let-out house property partly let out and partly self-occupied house property; and property used for business or profession of the assessee.</p> <p>(ii) Set-off and carry forward of house property losses.</p> <p>(iii) Tax planning related to Section 80C.</p> <p>(iv) Tax Planning related to business income covering:</p> <ul style="list-style-type: none"> - Presumptive schemes of computing business income (Section 44AD, 44ADA, 44AE) - Provisions relating to maintenance of accounts (Section 44AA) - Provisions relating to audit of accounts (Section 44AB) 	Assignment, Quiz & End Sem Exam
	<p>Module IV Tax Planning in relation to Capital gains and other sources</p> <p>(i) Tax planning with reference to long-term and short-term capital assets and choice of priceinflation indexation; Capital gains on equity and non-equity financial instruments.</p>	Assignment, Quiz & End Sem Exam

	(ii) Tax planning in relation to gifts received from relatives and non-relatives.	
	Module V: Other Areas of Tax Planning i) Income of others' liable for clubbing. ii) Deductions under Sections 80C, 80CCD(1), 80CCD(1B), 80CCD (2), 80D, 80DD, 80DDB, 80E, 80G, 80TTA, 80TTB iii) Rebate under Section 87A	Assignment, Quiz & End Sem Exam

Additional Learning:

List of Assignments	<ol style="list-style-type: none"> 1. Tax Planning, 2. Tax Avoidance, 3. Tax Evasion And Tax Management 4. Tax planning in respect of salary income 5. Set-off and carry forward of house property losses 6. Tax planning with reference to long-term and short-term capital assets and choice of price 7. Income of others' liable for clubbing 8. Deductions under Sections 80C, 80CCD(1), 80CCD(1B), 80CCD (2), 80D, 80DD, 80DDB, 80E, 80G, 80TTA, 80TTB
Suggested reading:	<p>Textbooks:</p> <p>Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.</p> <p>• Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.</p> <p>Reference books</p> <ul style="list-style-type: none"> • Current Tax Reporter. Current Tax Reporter, Jodhpur. • Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai. Corporate Professionals Today. Taxmann. New Delhi
Suggested e- resources (Websites/e-books)	

Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term	CT	15%
	Home Assignment/Seminar	S/ HA	10%
	Viva-Voce/Quiz/ Class Activites	V/Q	10%

Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The dispensation of 25% includes all types of leaves. including medical leaves.	A	5%
End Semester Examination	End Semester Examination	ESE	60%
Total			100%

Abbreviations: CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, ESE: End Semester Examination; A: Attendance

Course Articulation Matrix (Mapping of COs with POs)

Course Outcome s	Correlation with POs										CORRELATIO N WITH PROGRAMME SPECIFIC OUTCOMES		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	P S 0 1	P S 0 2	P S 0 3
CO1	2	2	2	3	3	-	2	2	2	2	2	3	2
CO2	2	1	1	2	1	-	2	3	3	3	2	2	3
CO3	3	3	3	2	3	2	3	-	3	2	3	2	2
CO4	1	-	1	-	1	-	1	1	1	-	2	3	2
CO5	2	-	2	2	-	1	2	-	2	-	2	2	1

Attainment

Session Course	2023-24
Name	B.Com (Hons)
Semester	6th Semester
Subject Code	BCH643
Subject Name	Personal Tax Planning

Attainment Level	Level 3
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<u>Note:</u>	Rubric
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Attainments

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3



AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year 2023 – 24

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

		PROGRAMME ARTICULATION MATRIX									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
I SEM	BAE 101	3	2	3	3	3	-	1	-	-	





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL

Course Handout

Course : MICROECONOMICS- I

Course Code : BAE101, Credits : 04, Session :2023-24 (Odd Sem.), Class : BA. Economics (Hons) 1st Year

Faculty Name :

A. Introduction: The main objective of this paper is to introduce the students to the concept of microeconomics. It aims at making the students understand what is consumer behaviour and how does it impact the consumption decisions. It introduces them to the concepts of market structure and market failures so that they learn how to take decisions in such situations and how to plan their actions for dealing with such situations. It aims to provide knowledge about short run and long run production function.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 102.1: Explain the consumer behavior and his consumption decisions. Interpret the impact of changes in income of consumer and changes in prices of goods on the demand for goods by the consumer. Describe the preference pattern of consumers with the help of Indifference curves. Explain the concept of inferior goods and Giffen goods and their impact in violation of law of demand.

BAE 102.2: Understand the concept of short run and long run production function and apply its knowledge in creating production functions in business organisations and learn the concept of isoquants. Interpret and apply these concepts in making economic business decisions. Understand the concept of Marginal product and total product, Law of diminishing marginal returns and marginal rate of technical substitution and Cobb Douglas Production function.

BAE 102.3: Develop an understanding of various forms of market structure and how they



work to allocate resources and the optimal decision making for efficient outcome.

BAE 102.4: Analyse and interpret the problems of market failure arising out of negative externalities and misuse of public goods. Find solutions to the problems arising in markets with asymmetric information and apply them in uncertain market conditions.

C. Programme Outcomes:

[PO.1]. The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

[PO.2]. The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

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

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

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

D. PROGRAMME SPECIFIC OUTCOMES (PSO's)

Programme Outcomes:

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

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

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

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

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



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

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

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

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

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

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

B. Syllabus

Module I: Consumer Behaviour:

The consumption decisions- budget constraints, consumption and income/price changes, demand for all other goods and price changes, Description of preferences [Representing preferences with indifference curves. Properties of Indifference curves], Consumers' optimum choice, income and substitution effects. (Hicks & Slutsky), ordinary and compensated demand curves, inferior goods and Giffen goods, price consumption and income consumption curves, derivation of labour supply & intertemporal choice (saving & borrowing) Revealed preference-weak axiom & substitution effect.

Module II: Production and Costs:

Technology, Isoquants, production with one and more variable inputs, Returns to scale, short run



and long run costs, cost curves in the short run and long run, total, average, and marginal product, cost minimization and expansion path, elasticity of substitution, Cobb Douglas, Linear, and CES production function.

Module III: Market Structure

Review of perfect competition and monopoly; Pricing with market power; price discrimination, peakload pricing, two-part tariff; monopolistic competition and oligopoly.

Module IV: Market Failure Externalities, public goods, markets with asymmetric information



C. Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text:

- Robert S. Pindyk and D.L. Rubinfeld, (2000), *Microeconomics*, 3rd edition, Prentice Hall India.
- Ferguson & Gould- *Micro Economic Theory*, Cambridge University Press

References:

- Koutsoyiannis, *Modern Microeconomics*, Macmillan.
- M.L. Trivedi, *Managerial Economics- Theory & Applications*, Tata McGraw Hill, 2002.
- W.J. Baumol, *Economic Theory & Operations Analysis*, Prentice Hall

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The consumption decisions -- budget constraints	Lecture+ PPT	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
2	consumption and income/price changes	Lecture+ PPT	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
3	demand for all other goods and price changes	Flipped Classroom	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
4	Description of preferences [Representing references with indifference curves	Flipped Classroom	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
5	Consumers' optimum choice, income and substitution effects.	Flipped Classroom	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
6	Ordinary and compensated demand curves	Lecture	BAE 101.1	Mid Term-1, Quiz & End Sem Exam
7	inferior goods and Giffen goods, price consumption	Lecture + PPT	BAE 101.1	Mid Term-1, Quiz & End Sem Exam



8	income consumption curves, derivation of labour supply and intertemporal choice (saving and borrowing)	Lecture+ PPT	BAE101.1	Mid Term-1, Quiz & End Sem Exam
9	Revealed preference---- weak axiom and substitution effect	Lecture + PPT	BAE101.1	Mid Term-1, Quiz & End Sem Exam
10	Technology, Isoquants, production with one and more variable inputs	Lecture + PPT	BAE101.2	Mid Term-1, Quiz & End Sem Exam
11	Returns to scale, short run and long run costs, cost curves in the short run and long run	Lecture + PPT	BAE101.2	Mid Term-1, Quiz & End Sem Exam
12	total, average, and marginal product, cost minimization and expansion path, elasticity of substitution	Lecture + PPT	BAE101.2	Mid Term-1, Quiz & End Sem Exam
13	total, average, and marginal product, cost minimization and expansion path, elasticity of substitution	Lecture + PPT	BAE101.2	Mid Term-1, Quiz & End Sem Exam
14	Cobb Douglas, Linear, and CES production function	Lecture + PPT	BAE101.2	Mid Term-1, Quiz & End Sem Exam
15	Cobb Douglas, Linear, and CES production function	Flipped classroom method	BAE101.2	Mid Term-1, Quiz & End Sem Exam
16	Review of perfect competition and monopoly	Flipped classroom method	BAE101.2	Mid Term-1, Quiz & End Sem Exam
17	Review of perfect competition and monopoly	Flipped classroom method	BAE101.2	Mid Term-1, Quiz & End Sem Exam
18	Review of perfect competition and monopoly	Flipped classroom method	BAE101.2	Mid Term-1, Quiz & End Sem Exam
19	Review of perfect competition and monopoly	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
20	Review of perfect competition and monopoly	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam



21	Review of perfect competition and monopoly	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
22	Review of perfect competition and monopoly	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
23	Pricing with market power	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
24	Pricing with market power	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
25	Pricing with market power	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
26	Pricing with market power	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
27	Price Discrimination	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
28	Price Discrimination	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
29	Price Discrimination	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
30	Price Discrimination	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
31	Peakload Pricing, Two- Part Tariff	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam
32	Peakload Pricing, Two- Part Tariff	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam
33	Peakload Pricing, Two- Part Tariff	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam
34	Peakload Pricing, Two- Part Tariff	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam
35	Monopolistic Competition And Oligopoly.	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam



36	Monopolistic Competition And Oligopoly.	Lecture	BAE 101.4	Mid Term-2, Quiz & End Sem Exam
37	Monopolistic Competition And Oligopoly.	Lecture	BAE 101.4	Quiz & End Sem Exam
38	Monopolistic Competition And Oligopoly.	Lecture	BAE 101.4	Quiz & End Sem Exam
39	Externalities,	Lecture	BAE 101.4	Quiz & End Sem Exam
40	Externalities,	Lecture	BAE 101.4	Quiz & End Sem Exam
41	Externalities,	Lecture	BAE 101.4	Quiz & End Sem Exam
42	Public Goods	CASE STUDY	BAE 101.4	Quiz & End Sem Exam
43	Public Goods	CASE STUDY	BAE 101.4	Quiz & End Sem Exam
44	Public Goods	CASE STUDY	BAE 101.4	Quiz & End Sem Exam
45	Markets with Asymmetric Information	CASE STUDY	BAE 101.4	Quiz & End Sem Exam
46	Markets with Asymmetric Information	Lecture+ PPT	BAE 101.4	Quiz & End Sem Exam
47	Markets with Asymmetric Information	Lecture+ PPT	BAE 101.4	Quiz & End Sem Exam
48	Markets With Asymmetric Information	Lecture+ PPT	BAE 101.4	Quiz & End Sem Exam



F.Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOME									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 101.1	Come to know about law of demand, indifference curves, consumption patterns.	3	-	2	2	3	-	-	-	2	2
BAE101.2	Come to know the isoquants, production function, Cobb Douglas Production function..	3	2	-	-	2	2	-	1	2	1
BAE101.3	Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market.	3	1	1	2	3	1	-	2	3	-
BAE101.4	Know about externalities and public goods.	3	3	2	2	1	1	3	2	1	-

Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –I) 2023-24						
Class: BA(H) Economics (I SEM)						
Subject Name: BAE 101:MICROECONOMICS -I		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Apply the concept of law of demand and explain consumer behavior. CO2: Understand the concept of Production function and the concept of Isoquants						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the law of demand with the help of an example.				3
CO1	Q.2a	What are indifference curves?				3
	Q.2b	What are the various properties of indifference curves?				3



CO1	Q.3	What do you understand by income and substitution effects?	6
CO2	Q.4	Explain the concept of isoquants?	3
CO2	Q.5a	Explain production function with two variable inputs.	3
	Q.5b	What is law of diminishing marginal returns?	3
CO2	Q.6	What is Cobb Douglas production function?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL

Course Handout

Course : PRINCIPLES OF ECONOMICS

Course Code : BAE101, Credits : 04, Session :2023-24 (Odd Sem.), Class : BA. (Hons) Economics 1st Year

Introduction: The main objective of this paper is to introduce the students into the field of economics basic concept of the area what they are going to study. It aims at providing the relevant inputs to the participant so that they could study systematically the various areas of Economics.

A. Course Outcomes: At the end of the course, students will be able to:

BAE 101.1 Know about the rationale for understanding economics and effective allocation of scarce resources.

BAE 101.2. Come to know the concept of demand and supply and their applications in the market place.

BAE101.3. Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market.

BAE101.4. Know about various Theories of international trade and barriers to international trade.

BAE101.5. Know the concept of Balance of payment, Flexible exchange rate system and its impact in economy.

B. Programme Outcomes:

Programme Outcomes:

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

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

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



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

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

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

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

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

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

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

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



B. Syllabus

Module I: Exploring the subject matter of Economics:

Why study Economics? Scope and Method of Economics; The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output; Science of Economics; Relation of Economics with other social sciences, Property Rights and Profits: Incentives and Information, Rationing; Opportunity Sets; Economic Systems; Reading and Working with Graphs.

Module II: Supply and Demand: How markets work, Markets and Welfare:

Markets and Competition; Determinants of individual demand/supply, Demand/Supply schedule and demand/supply curve, Market versus individual demand/supply, Shifts in the demand/supply curve, Demand and Supply together, How Prices allocate resources. Elasticity and its application; Controls on Prices; Taxes and the Costs of Taxation; Consumer, Producers and the Efficiency of the Markets.

Module III: The Firm Perfect Market Structure & Input Markets:

Financing, controlling and managing firms -- The firm's legal form, Corporate Finance, why corporations care about financial structure, takeover and the market for managers, making decisions, centralization and decentralization, the boundaries of the firm. Behaviour of profit maximizing firms and the production process, Short run costs and output decisions, costs and output in the long run.

Monopoly Imperfect information in the product market.

Labour and Land Markets--Basic concepts [derived demand, productivity of an input, marginal product of labour, marginal revenue product]; demand for labour; input demand curves; shifts in input demand curves;.

Module IV: Exploring International Economics:

The International Economy--Trade surpluses and deficits, the economic basis for trade—absolute advantage versus comparative advantage, terms of trade, exchange rates; Sources of comparative advantage - Heckscher-Ohlin Theorem and other explanations. Trade Barriers--tariffs, subsidies and quotas; free trade or protection--case for free trade, case for protection.

Module V: Exploring the Macroeconomics of an Open Economy:

Balance of Payments-----the current and capital account; Open economy with flexible exchange rates, factors affecting exchange rates, effects of exchange rates on the economy.

C. Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Robert S. Pindyk and D.L. Rubinfeld, (2000), *Microeconomics*, 3rd edition, Prentice Hall India.
- Ferguson & Gould- *Micro Economic Theory*, Cambridge University Press
- Koutsoyiannis, *Modern Microeconomics*, Macmillan.



- M.L. Trivedi, Managerial Economics- Theory & Applications, Tata McGraw Hill, 2002.
- W.J. Baumol, Economic Theory & Operations Analysis, Prentice Hall.

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Why study Economics? Scope and Method of Economics	Lecture		Mid Term-1, Quiz & End Sem Exam
2	The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
3	The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
4	Relation of Economics with other social sciences,	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
5	Property Rights and Profits: Incentives and Information	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
6	Rationing; Opportunity Sets; Economic Systems;	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
7	Reading and Working with Graphs.	Lecture	BAE101.1	Mid Term-1, Quiz & End Sem Exam
8	Markets and Competition; Determinants of individual demand/supply	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
9	Demand/Supply schedule and demand/supply curve,	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
10	, Market versus individual demand/supply,	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
11	Shifts in the demand/supply curve, Demand and Supply together	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
12	How Prices allocate resources	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
13	Elasticity and its application	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
14	Controls on Prices; Taxes and the Costs of Taxation	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam
15	Consumer, Producers and the Efficiency of the Markets.	Lecture	BAE101.2	Mid Term-1, Quiz & End Sem Exam



16	Financing, controlling and managing firms -- The firm's legal form	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
17	Corporate Finance, why corporations care about financial structure	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
18	takeover and the market for managers	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
19	making decisions, centralization and decentralization,	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
20	the boundaries of the firm.	Lecture	BAE101.3	Mid Term-1, Quiz & End Sem Exam
21	Behaviour of profit maximizing firms and the production process	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
22	Behaviour of profit maximizing firms and the production process	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
23	Short run costs and output decisions	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
24	Short run costs and output decisions	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
25	costs and output in the long run.	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
26	Monopoly Imperfect information in the product market	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
27	Labour and Land Markets-- Basic concepts	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
28	derived demand, productivity of an input	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
29	marginal product of labour,	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
30	marginal revenue product	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
31	demand for labour; input demand curves; shifts in input demand curves;.	Lecture	BAE101.3	Mid Term-2, Quiz & End Sem Exam
32	The International Economy-- Trade surpluses and deficits	Lecture	BAE101.4	Mid Term-2, Quiz & End Sem Exam
33	the economic basis for trade	Lecture	BAE101.4	Mid Term-2, Quiz & End Sem Exam



34	absolute advantage versus comparative advantage	Lecture	BAE101.4	Mid Term-2, Quiz & End Sem Exam
35	Terms of trade	Lecture	BAE101.4	Mid Term-2, Quiz & End Sem Exam
36	exchange rates	Lecture	BAE101.4	Mid Term-2, Quiz & End Sem Exam
37	Sources of comparative advantage	Lecture	BAE101.4	Quiz & End Sem Exam
38	- Heckscher-Ohlin Theorem and other explanations	Lecture	BAE101.4	Quiz & End Sem Exam
39	Trade Barriers--tariffs, subsidies and quotas	Lecture	BAE101.4	Quiz & End Sem Exam
40	free trade or protection--case for free trade	Lecture	BAE101.4	Quiz & End Sem Exam
41	case for protection.	Lecture	BAE101.4	Quiz & End Sem Exam
42	<i>Balance of Payments</i>	Lecture	BAE101.5	Quiz & End Sem Exam
43	the current and capital account	Lecture	BAE101.5	Quiz & End Sem Exam
44	the current and capital account	Lecture	BAE101.5	Quiz & End Sem Exam
45	Open economy with flexible exchange rates	Lecture	BAE101.5	Quiz & End Sem Exam
46	factors affecting exchange rates	Lecture	BAE101.5	Quiz & End Sem Exam
47	factors affecting exchange rates	Lecture	BAE101.5	Quiz & End Sem Exam
48	effects of exchange rates on the economy	Lecture	BAE101.5	Quiz & End Sem Exam



Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOME									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE101.1	<i>Know about the rational for understanding economics and effective allocation of scare recourses.</i>		3	3		1	2	3			
BAE101.2	Come to know the concept of demand and supply and their applications in the marketplace.		3	3		1	3	2			
BAE101.3	Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market.		3	2		2	3	3			
BAE101.4	Know about various Theories of international trade and the barriers to international trade.		3	3		2	3	2			
BAE101.5	Know the concept of Balance of payment, Flexible exchange rate system and its impact in economy		2	2		1	2	3			



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023-24						
Class: BA. Economics (Hons) I Semester						
Subject Name: BAE 101 PRINCIPLES OF ECONOMICS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the rationale for studying economics.				3
CO1	Q.2a	Elaborate the problem of what to produce in economy.				3
	Q.2b	Explain how scarcity of resources leads to economic problem.				3
CO1	Q.3	Explain the relationship of economics with other social sciences				6
CO2	Q.4	Explain the application of elasticity of demand.				3
CO2	Q.5a	Elaborate any three determinants of demand with example.				3
	Q.5b	Write characteristics of private cloud.				3
CO2	Q.6	Explain the shift of demand/supply curve with the help of chart.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Arts in Economics Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BAE201	3	2	3	2	3	1	3	-	-	3





AMITY BUSINESS SCHOOL
Course Handout
Course : Microeconomics II
Course Code: BAE201, Credits: 04, Session:2023-24 (Even Sem.) Class: BA. Economics (Hons) 1 st Year
Faculty Name :

A. **Introduction:** The main objective of this paper is to introduce the students to the concepts of Microeconomics such as Collusive oligopoly models, Cournot and Stackelberg. It aims to develop the skill of decision making in students regarding pricing and output. It aims to teach them the concepts of non-cooperative games, mixed and pure strategies, Nash equilibrium, subgame perfect equilibrium. It introduces them to the concepts of factor pricing and welfare economics.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAE 201.1: Interpret decision theory under uncertainty. Understand risk aversion and risk preference. Understand the concept of adverse selection of moral hazard.

BAE 201.2: Understand the concept of non - cooperative game theory. Understand Nash equilibrium and sub game perfect equilibrium. Understand the concept of pure and mixed strategies.

BAE 201.3: Understand the concept of Collusive oligopoly and learn the application of Prisoner's dilemma of Nash equilibrium. Learn about the models of Oligopoly such as Cournot and Stakelberg.

BAE 201.4: Understand the concept of Factor pricing. Understand the difference between firm demand and industry demand. Understand and implement the concepts of derived demand for a single input and multiple inputs in a perfectly competitive market and imperfect competition markets.

BAE 201.5: Discuss and apply the concepts of Welfare economics. Apply the concepts of Pareto optimality in pure exchange.



Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Decision theory under uncertainty: Utility functions and expected utility, Risk aversion and risk preference, insurance and investor's choice. Asymmetric information- Adverse selection of moral hazard (concept only)

Module II: Basic notions of non-cooperative game theory

Complete information games in extensive form (relatively informal introduction) and strategic form; pure and mixed strategies; dominant strategies equilibrium, Nash equilibrium and subgame perfect equilibrium.

Module III: Oligopoly

Conjectural variation & reaction functions, analysis of Cournot & Stackelberg, Collusive Oligopoly and application of Prisoner's Dilemma of Nash equilibrium.

Module IV: Factor Pricing

Derived demand for a single input & multiple inputs in competitive & imperfect competition markets, firm demand & industry demand, collective bargaining and exploitation rent & quasi rent.

Module V: Welfare Economics

Conditions of pareto optimality in pure exchange and with production, optimality of perfect competition.



Examination Scheme:

Components	PO (Attendance)	PI	CI	CT	EE1
Weightage(%)	5	5	5	15	70

Text & References

Text:

- W.S. Baumol, 'Economic Theory and Operational Analysis', Prentice hall
- Ferguson, 'Microeconomic Theory', Cambridge University Press.

References:

- A K Koutsyanni's, 'Modern Microeconomics', Macmillan.
- L.M.B. Cabral, (2000) Introduction to Industrial Organization, MIT Press.
- P.K. Dutta (1999) Strategies and Games: Theory and Practice, MIT Press.
- Formson & Gould – Microeconomic Theory

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Decision theory under uncertainty:	Lecture+ PPT	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
2	Decision theory under uncertainty:	Lecture+ PPT	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
3	Utility functions	Flipped Classroom	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
4	Risk aversion and risk preference	Lecture+ PPT	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
5	Expected Utility	Flipped Classroom	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
6	Risk aversion and risk preference	Lecture+ PPT	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
7	Insurance and investor's choice.	Lecture+ PPT	BAE 201.1	Mid Term-1, Quiz & End Sem Exam



8	Asymmetric information- Adverse selection of moral hazard (concept only)	Lecture	BAE 201.1	Mid Term-1, Quiz & End Sem Exam
9	Complete information games in extensive form (relatively informal introduction)	Flipped Classroom	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
10	Complete information games in extensive form (relatively informal introduction)	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
11	Complete information games in extensive form (relatively informal introduction)	Case Study	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
12	Strategic Form; Pure and Mixed Strategies;	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
13	Strategic Form; Pure and Mixed Strategies;	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
14	Strategic Form; Pure and Mixed Strategies;	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
15	Dominant Strategies Equilibrium,	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
16	Dominant Strategies Equilibrium,	Flipped Classroom	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
17	Nash equilibrium	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
18	Nash equilibrium	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
19	Subgame Perfect Equilibrium.	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
20	Subgame Perfect Equilibrium.	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
21	Subgame Perfect Equilibrium.	Lecture+ PPT	BAE 201.2	Mid Term-1, Quiz & End Sem Exam
22	Conjectural Variation	Flipped Classroom	BAE 201.3	Mid Term-1, Quiz & End Sem Exam



23	Conjectural variation	Flipped Classroom	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
24	Conjectural variation	Lecture+ PPT	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
25	Reaction Functions	Lecture+ PPT	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
26	Reaction Functions	Lecture+ PPT	BAE 104.3	Mid Term-2, Quiz & End Sem Exam
27	Analysis of Cournot & Stac analysis of Cournot & Stackelberg kelberg	Flipped Classroom	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
28	Analysis of Cournot & Stackelberg	Flipped Classroom	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
29	Collusive Oligopoly	Lecture+ PPT	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
30	Collusive Oligopoly	Lecture+ PPT	BAE 201.3	Mid Term-2, Quiz & End Sem Exam
31	Application of Prisoner's Dilemma of Nash equilibrium.	Lecture+ PPT	BAE 201.4	Mid Term-2, Quiz & End Sem Exam
32	Derived demand for a single input and multiple inputs in competitive & imperfect competition markets,	Lecture+ PPT	BAE 201.4	Mid Term-2, Quiz & End Sem Exam
33	Derived demand for a single input and multiple inputs in competitive & imperfect competition markets,	Lecture+ PPT	BAE 201.4	Mid Term-2, Quiz & End Sem Exam
34	firm demand and industry demand	Lecture+ PPT	BAE 201.4	Quiz & End Sem Exam
35	collective bargaining	Lecture+ PPT	BAE 201.4	Quiz & End Sem Exam
36	Exploitation rent & quasi rent.	Flipped Classroom	BAE 201.4	Quiz & End Sem Exam
37	Exploitation rent & quasi rent.	Lecture+ PPT	BAE 201.4	Quiz & End Sem Exam



38	Conditions of pareto optimality	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
39	Conditions of pareto optimality	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
40	Conditions of pareto optimality	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
41	Conditions of pareto optimality in pure exchange and with production	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
42	Conditions of pareto optimality in pure exchange and with production	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
43	Conditions of pareto optimality in pure exchange and with production	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
44	Optimality of perfect competition.	Lecture+ PPT	BAE 201.5	Quiz & End Sem Exam
45	Optimality of perfect competition.	Flipped Classroom	BAE 104.5	Quiz & End Sem Exam
46	Optimality of perfect competition.	Flipped Classroom	BAE 104.5	Quiz & End Sem Exam
47	Optimality of perfect competition.	Flipped Classroom	BAE 104.5	Quiz & End Sem Exam
48	Optimality of perfect competition.	Flipped Classroom	BAE 104.5	Quiz & End Sem Exam



Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 201.1	Come to know about the concepts of decision theory under uncertainty, utility and expected utility. Come to know about risk aversion and risk preference.	3	2	2	1	3	1	2	-	-	2
BAE 201.2	Know about the notions of non-cooperative game theory, learn about pure and mixed strategies. Come to know about dominant strategies, Nash equilibrium, sub game perfect equilibrium.	3	1	2	1	3	3	2	-	-	2
BAE 201.3	Come to know about Collusive Oligopoly. Learn about models of Oligopoly such as Stakelberg, Cournot model. Learn about Prisoner's Dilemma of Nash equilibrium.	3	2	2	3	3	1	2	3	1	3
BAE 201.4	Come to know about factor pricing. Come to know the difference between firm demand and industry demand.	3	2	1	2	3	3	2	-	-	2
BAE 201.5	Come to know about welfare economics. Come to learn the optimality of perfect competition and Conditions of pareto optimality in pure exchange.	2	3	1	2	2	2	2	-	-	2



Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –II) 2023-24						
Class: BA(H) Economics (II SEM)						
Subject Name: BAE 201: Microeconomics II		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the concept of decision theory under uncertainty. Explain the concept of risk preference and risk aversion. CO2: Understand the concept of non - cooperative game theory, Nash equilibrium, concept of different strategies, markets, factor prices, industrial demand and other facets of economics						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the concept of risk aversion and risk preference.				3
CO1	Q.2a	What do you understand by asymmetric information?				3
	Q.2b	Explain the concept of adverse selection and moral hazard with the help of an example.				3
CO1	Q.3	What do you understand by utility function and expected utility?				6
CO2	Q.4	What is subgame perfect equilibrium? Explain.				3
CO2	Q.5a	Explain the concept of non-cooperative game theory.				3
	Q.5b	What are pure and mixed strategies? Give examples of each.				3
CO2	Q.6	What is Nash equilibrium? In what conditions is it applicable.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Arts in Economics Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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



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

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

If there is no correlation, put “-”

		PO1	PO2	PO3	PO4	PO5
II SEM	BAE202	3	-	2	1	1



AMITY BUSINESS SCHOOL	
Course Handout	
Course: Indian Economic Development since 1947	
Course Code: (BAE 202), Credits: 04, Session :2023-24(Even Sem.), Class: BA. Economics (Hons) 1st Year	
Faculty Name : Dr. Minakshi Tripathi	

A. Introduction:

The objective of this course is to familiarize students with major features of Indian Economy at Independence in the field of agriculture industry and other infrastructure of the economy. It will subsequently help the students to understand growth of development of different phases on the current issues in Indian economy policy.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAE 202.1: Interpret the major features of Indian economy since independence.

BAE 202.2: Discuss the how Indian Economy grow and develop, understand the Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development. It will subsequently help the students to understand the Growth and structural change, Growth and distribution, Human development and environment, Regional contrasts. At the same time analysing the Indian development experience in international perspective, its factors, strategy and policy.

BAE 202.3: Analyzing the major Issues in Indian economic policy such as Growth, unemployment and poverty, Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues, Agriculture, industry, services and trade.

BAE 202.4: Evaluate the India's development prospects which are looking forward.

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



Syllabus

Module I

Major features of Indian Economy since Independence

Module II: Growth, Development and Structural Change

The experience of growth and development: planning and the market.

Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development

- i). Growth and structural change
- ii). Growth and distribution
- iii). Human development and environment
- iv). Regional contrasts

Indian development experience in international perspective: factors, strategy and policy

Module III: Issues in Indian economic policy

Population and Human Resource Development

Growth, unemployment and poverty

Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues

Agriculture, industry, services and trade

Module IV: India's development prospects-looking ahead

Examination Scheme:

Components	PO (Attendance)	PI	CI	CT	EE1
Weightage (%)	5	5	5	15	70

Text & References:

Text:

- V.M. Dandekar (1992), *Forty Years after Independence* in B. Jalan (ed.), *The Indian Economy, Problems and Prospects*, Viking Press.
- Sebastian Morris (2001), *Issues in Infrastructure Development Today: The Interlinkages*, in India Infrastructure Report, OUP.

References:



- Montek Ahluwalia, (2002), *State level Performance under Economic Reforms in India*, in A.O. Krueger(ed), *Economic Policy Reforms and the Indian Economy*, Univ. of Chicago Press.
- Pranab Bardhan(2003), *Poverty, Agrarian Structure and Political Economy in India: Selected Essay*, OUP, CH.5.
- Jagdish Bhagwati, (1993), *India in Tansition, Freeing the Economy*, Clarendon Press, Ch. 2.
- J. Bhagwati and Padma Desai (1970), *India: Planning for Industrialization*, Ch 2 OUP.
- S. Chakravarty (1987), *Development Planning: The Indian Experience*, Clarendon Press.
- Jean Dreze and Amartya Sen (2002), *India: Development and Participation*, OUP, Chs. 2, 3,5,6,9.
- B.S. Minhas (1991), *Public vs Private sectors: Neglect of Lessons of Economics in Indian Policy Formulation*, R.R. Kale Lecture, Gokhale Institute of Politics & Economics, Pune.
- Mihir Rakshit (2001), *On Correcting Fiscal Imbalances In the Indian Economy: Some Perspectives*,
- Money and Finance, ICRA Bulletin, July-Sept 2001.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of Indian Economy	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
2	Features of Indian Economy	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
3	Low Per Capita Real Income:	Flipped Classroom	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
4	High Rate of Population Growth	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
5	The Endless Loop of Poverty	Flipped Classroom	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
6	Highlights of the Indian Economy: Agro-Based Economy	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
7	Overpopulation	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
8	Incongruities in Income	Lecture	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
9	Destruction in Capital Formation	Flipped Classroom	BAE 202.1	Mid Term-1, Quiz & End Sem Exam
10	Poor Infrastructural Development	Lecture+ PPT	BAE 202.1	Mid Term-1, Quiz & End Sem Exam



11	Overview of Growth, Development and Structural Change	Case Study	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
12	Growth And Development: Planning And The Market	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
13	Different Phases Of Growth	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
14	Different Phases Of Growth	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
15	Changes In Policy Regimes And Goals Of Development	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
16	Growth and Structural Change	Flipped Classroom	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
17	Growth and Distribution	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
18	Human Development and Environment	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
19	Human Development and Environment	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
20	Regional Contrasts	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
21	Indian development experience in international perspective: factors, strategy and policy	Lecture+ PPT	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
22	Indian development experience in international perspective: factors, strategy and policy	Flipped Classroom	BAE 202.2	Mid Term-1, Quiz & End Sem Exam
23	Overview of Issues in Indian economic policy	Flipped Classroom	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
24	Population and Human resource Development	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
25	Population and Human resource Development	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
26	Growth, unemployment and poverty	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
27	Growth, unemployment and poverty	Flipped Classroom	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
28	Macroeconomic stabilization: Trade	Flipped Classroom	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
29	Macroeconomic stabilization: Fiscal policy issues	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
30	Macroeconomic stabilization: Fiscal policy issues	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
31	Macroeconomic stabilization: Monetary	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam



32	Agriculture	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
33	Agriculture	Lecture+ PPT	BAE 202.3	Mid Term-1, Quiz & End Sem Exam
34	Industry	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
35	Industry	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
36	Services and Trade	Flipped Classroom	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
37	Services and Trade	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
38	Overview of India's development prospects-looking ahead	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
39	Various ways for finding out development prospects	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
40	Various ways for finding out development prospects	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
41	India's Links to Global Value Chains	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
42	Driving Convergence	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
43	Driving Convergence	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
44	Main Hurdles in development	Lecture+ PPT	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
45	Major Taken for removing the Hurdles	Flipped Classroom	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
46	Various Government Policy for the development	Flipped Classroom	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
47	Various Policy for the development	Flipped Classroom	BAE 202.4	Mid Term-1, Quiz & End Sem Exam
48	Various Policy for the development	Flipped Classroom	BAE 202.4	Mid Term-1, Quiz & End Sem Exam



Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 202.1	Come to know about the Major features of Indian Economy since Independence	3	2	1	2	3	3	-	1	-	1
BAE 202.2	Understand the Growth, Development and Structural Change aspects of India	2	2	3	-	1	3	2	1	1	-
BAE 202.3	Know about the Issues in Indian economic policy	1	-	2	3	1	2	-	-	1	2
BAE 202.4	Find out the India's development prospects-looking ahead	1	2	2	3	-	3	1	1	2	2



Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –2) 2023-24						
Class: BA(H) Economics (II SEM)						
Subject Name: BAE 202: INDIAN ECONOMIC DEVELOPMENT SINCE 1947			Time: 1:30 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Interpret and understand the major features of Indian economy since independence.</p> <p>CO2: Identify the various Growth and development aspects of Indian Economy also understand the different phases of growth.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Give the overview of Indian Economy.				3
CO1	Q.2a	What are the economic conditions of Indian economy before independence?				3
	Q.2b	Explain any two major features of Indian economy since independence.				3
CO1	Q.3	Explain various features of Indian economy since independence in detail.				6
CO2	Q.4	Identify the various Growth aspects Indian Economy.				3
CO2	Q.5a	What do you understand by Regional contrasts?				3
	Q.5b	What are the various Trends of macroeconomic aggregates? Explain in short.				3
CO2	Q.6	Explain Indian development in international perspective. Also explain the major factors and strategy which are helpful in growth and development?				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Economics (B.A. Eco. (Hons.)), Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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

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



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

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

If there is no correlation, put “- “

		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
II SEM	BAE 203	3	3	3	2	2	3	3	1	3	2	2	-	1	-





AMITY BUSINESS SCHOOL

Course Handout

Course : STATISTICAL METHODS IN ECONOMICS-I

Course Code : BAE203, Credits : 04, Session : 2023-24 (Even Sem.), Class : B.A. (Eco.) (Hons.) 2nd Year

Faculty Name : Dr. Rajat Vaish

A. Introduction: This course is designed to provide students with an understanding of the data and its relevance in economics and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in economics. Most of the examples are drawn from a variety of business applications. This course introduces statistical methods in economics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

B. Course Outcomes: At the end of the course, students will be able to:

BAE203.1. Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values.

BAE203.2. Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them.

BAE203.3. Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques.

BAE203.4. Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.

C. Programme Outcomes:

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

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

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



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

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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Elementary Distribution Theory

Univariate Frequency Distributions, measures of location, Dispersion, Skewness and Kurtosis; the first four moments about zero and central moments.

Module II: Bivariate Distributions and Simple Linear Regression:

Marginal and conditional distributions: discrete case; Covariance and correlation: rank correlation. Simple



linear regression; method of least squares; Derivation of the normal equation; standard error of regression (SER), properties of the least squares estimator, Gauss- Markov Theorem, Simple tests of hypothesis on regression coefficients.

Module III: Time series analysis, linear and exponential trend, forecasting

Module IV: Index Numbers

Concept of an index number. Laspeyer's, Paasche's and Fisher's Index Numbers; Time Reversal, Factor reversal and circular tests; Chain base index; Problems in the Construction of an index number; splicing; base shifting and use of index number for deflating other series.

F. Examination Scheme:

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

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- Sharma, J.K, Fundamentals of Business Statistics, Pearson.
- Allen, R.G.D, Mathematical Analysis for Economics, Macmillan Press, London.
- Black, J. and J.F. Bradley, Essential Mathematics for Economics, John Wiley and Sons.
- Chiang, A.C, Fundamental Method of Mathematical Economics, McGraw-Hill, New Delhi.
- Croxton, F.E., D.J. Cowden and S. Klein, Applied General Statistics, Prentice Hall, New Delhi.
- Gupta, S.C. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
- Speigal, M.R, Theory and Problems of Statistics, McGraw-Hill Book, London.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Statistics and Data	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
2	Statistical Data and Statistical Methods	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Statistical Methods, Data and Data Sources	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
4	Statistics in Economics and Limitations of Statistics	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
5	Classification of Data: Ungrouped and Grouped (Univariate Frequency Distribution)	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam



6	Graphical Representation of Data	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
7	Introduction to Measures of Location or Central Tendency	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
8	Arithmetic Mean	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
9	Median	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
10	Mode	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
11	Introduction to Measures of Dispersion	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
12	Range	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
13	Quartile Deviation	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
14	Mean Deviation	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
15	Standard Deviation	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
16	Moments	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
17	Skewness	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
18	Kurtosis	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
19	Moments about an arbitrary number	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
20	Central Moments	Lecture	BAE203.1	Mid Term-1, Quiz & End Sem Exam
21	Bivariate Frequency Distribution	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
22	Marginal Distribution	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
23	Conditional Distribution	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
24	Introduction to Correlation	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
25	Types of Correlation	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
26	Karl Pearson's Coefficient of Correlation	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam
27	Spearman's Rank Correlation Coefficient	Lecture	BAE203.2	Mid Term-1, Quiz & End Sem Exam



28	Introduction to Regression Analysis	Lecture	BAE203.2	Home Assignment, Quiz & End Sem Exam
29	Simple Linear Regression Model	Lecture	BAE203.2	Home Assignment, Quiz & End Sem Exam
30	Calculation for Regression Line	Lecture	BAE203.2	Home Assignment, Quiz & End Sem Exam
31	Calculation for Regression Coefficients	Lecture	BAE203.2	Home Assignment, Quiz & End Sem Exam
32	Problems on Regression Line and Coefficients	Lecture	BAE203.2	Home Assignment, Quiz & End Sem Exam
33	Introduction to forecasting and its methods	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
34	Objectives of time series analysis and its components	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
35	Time series decomposition model	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
36	Time series methods: Freehand method	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
37	Time series methods: Smoothing method	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
38	Types of smoothing method	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
39	Time series methods: Trend projection method	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
40	Types of trend projection method	Lecture	BAE203.3	Home Assignment, Quiz & End Sem Exam
41	Concept of an Index Number	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam
42	Laspeyer's Index Number	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam



43	Paasche's Index Number	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam
44	Fisher's Index Number	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam
45	Time Reversal Test	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam
46	Factor Reversal Test	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam
47	Circular Test	Lecture	BAE203.4	Home
				Assignment, Quiz & End Sem Exam
48	Chain Base Index	Lecture	BAE203.4	Home Assignment, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE203.1	Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values.	3	3	2	1	3	3	2	2	3	3
BAE203.2	Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them.	2	3	3	1	2	3	2	2	3	3



BAE203.3	Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques.	3	3	3	2	2	3	2	2	3	3
BAE203.4	Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.	3	2	3	2	2	3	2	2	3	3

Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –II) 2023-24						
Class: BA(H) Economics (II SEM)						
Subject Name: BAE 203: STATISTICAL METHODS IN ECONOMICS-I		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Understand different types & sources of data, their central tendency and their distribution</p> <p>CO2: Understand the concept of correlation, regression, time series, statistical variables and their applications in different models, learn about forecasting methods</p>						
CO Map	Question No.	Question				Marks



CO1	Q.1	Explain the types and sources of data	3
CO1	Q.2a	Calculate quartile range, standard deviation coefficient of correlation?	3
	Q.2b	Comment on the skewness and kurtosis and types of the distribution in the given data sets.	3
CO1	Q.3	Apply the Time series decomposition model in the given case	6
CO2	Q.4	Explain concept of index numbers and what is Laspeyer's Index Number	3
CO2	Q.5a	What does time reversal and factor reversal tests signify	3
	Q.5b	Write a note of forecasting methods	3
CO2	Q.6	Calculate Karl Pearson's and Spearman's correlation from the given data series.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Arts in Economics Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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



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

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

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

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)
If there is no correlation, put “- “

PROGRAMME											
ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
II SEM	BAE 204	2	3	-	-	3	1	3	-	-	2





AMITY BUSINESS SCHOOL

Course Handout

Course : Agricultural Economy of India

Course Code : BAE204, Credits : 04, Session :2023-24(Even Sem.), Class : BA. Economics (Hons) 1st Year

Faculty Name :

A. Introduction:

The objective of this course is to familiarize students with the Agricultural economy of India and its importance in Indian Economy. It will enable the students to learn about the land reforms, agricultural development in India and about Green revolution. It will subsequently help the students to understand the concept of indebtedness and its causes. At the same time, it will throw light on concepts like regulated marketing, co-operative marketing, sustainable agricultural growth and its constraints. It aims at making the students to know the role of agriculture in economic development.

Course Outcomes: At the end of the course, students will be able to:

BAE 204.1: Understand the importance of Agriculture in Indian economy. They will be able to establish the relationship between agricultural and non- agricultural sectors of Economy. Know the role of agriculture in Economic development.

BAE 204.2: Understand the history of Agricultural Development in India. Understand and explain the concept of Green Revolution. Discuss the Agricultural Price Policy in India.

BAE 204.3: Analyse the various causes of rural indebtedness and identify the sources of agricultural finance. Identify the defects in agricultural produce. Explain the concept of Sustainable Agricultural growth and identify its constraints. Explain current issues in Indian Agriculture.



Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I

Features of Agriculture - Importance of Agriculture in the Indian Economy – Relationship between Agriculture and Non-Agriculture sectors.

Module II

Agriculture Development in India - Subdivision and Fragmentation of holdings in India and causes - Land Tenure and Land Reforms. Productivity in Agriculture - New Agriculture Strategy - Green Revolution - Nature of Food Economy -Agriculture price policy in India - Public Distribution system.

Module III Rural Indebtedness - Causes of Rural Indebtedness - Sources of Agricultural Finance.

Market and Marketed Surplus - Defects in marketing Agricultural produce – Regulated markets - Co-operative marketing - Farmers Market. Current Issues in Indian Agriculture (Selected Topics). Sustainable Agricultural growth- Concepts & Constraints

Examination Scheme:

Components	PO (Attendance)	PI	CI	CT	EE1
Weightage (%)	5	5	5	15	70



Text & References:

Text:

- Ruddar Dutt and K P M Sundaram Indian Economy, S. Chand & Co. Ltd, New Delhi.
- Bansil.B.C. Agricultural Problems of India, Vikas Publishing House. Pvt. Ltd., New Delhi.

References:

- Misra and Puri, Indian Economy, Himalaya Publishing House, Bombay.
- Sankaran.A. Agricultural Economy of India, Progressive Corporation. Pvt. Ltd., Bombay.
- Srivastava.O.S. Agricultural Economics, Rawat Publications, Jaipur, 1996.
- Ashok Gulati (2000), Indian Agriculture in an Open Economy: Will it Prosper? In Ahluwalia & Little (eds)
- India's Economic reforms & development: Essay for Manmohan Singh, Oxford University Press

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Features of Agriculture	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
2	Features of Agriculture	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
3	Features of Agriculture	Flipped Classroom	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
4	Features of Agriculture	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
5	Features of Agriculture	Flipped Classroom	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
6	Importance of Agriculture in the Indian Economy	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
7	Importance of Agriculture in the Indian Economy	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
8	Importance of Agriculture in the Indian Economy	Lecture	BAE 204.1	Mid Term-1, Quiz & End Sem Exam



9	Importance of Agriculture in the Indian Economy	Flipped Classroom	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
10	Importance of Agriculture in the Indian Economy	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
11	Relationship between Agriculture and Non-Agriculture sectors.	Case Study	BAE 104.1	Mid Term-1, Quiz & End Sem Exam
12	Relationship between Agriculture and Non-Agriculture sectors.	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
13	Relationship between Agriculture and Non- Agriculture sectors.	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
14	Relationship between Agriculture and Non-Agriculture sectors.	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
15	Relationship between Agriculture and Non-Agriculture sectors.	Lecture+ PPT	BAE 204.1	Mid Term-1, Quiz & End Sem Exam
16	Agriculture Development in India	Flipped Classroom	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
17	Agriculture Development in India	Lecture+ PPT	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
18	Agriculture Development in India	Lecture+ PPT	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
19	Agriculture Development in India	Lecture+ PPT	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
20	Subdivision and Fragmentation of holdings in India	Lecture+ PPT	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
21	Subdivision and Fragmentation of holdings in India	Lecture+ PPT	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
22	Subdivision and Fragmentation of holdings in India	Flipped Classroom	BAE 204.2	Mid Term-1, Quiz & End Sem Exam
23	Subdivision and Fragmentation of holdings in India	Flipped Classroom	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
24	Land Tenure and Land Reforms	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
25	Land Tenure and Land Reforms	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
26	Productivity in Agriculture	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
27	Productivity in Agriculture	Flipped Classroom	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
28	Agriculture Strategy - Green Revolution -	Flipped Classroom	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
29	Agriculture Strategy - Green Revolution -	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
30	Nature of Food Economy	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam



31	Nature of Food Economy	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
32	Agriculture price policy in India - Public Distribution system.	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
33	Agriculture price policy in India - Public Distribution system.	Lecture+ PPT	BAE 204.2	Mid Term-2, Quiz & End Sem Exam
34	Agriculture price policy in India - Public Distribution system.	Lecture+ PPT	BAE 204.2	Quiz & End Sem Exam
35	Rural Indebtedness	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
36	Rural Indebtedness	Flipped Classroom	BAE 204.3	Quiz & End Sem Exam
37	Causes of Rural Indebtedness	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
38	Sources of Agricultural Finance.	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
39	Sources of Agricultural Finance.	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
40	Market and Marketed Surplus	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
41	Defects in marketing Agricultural produce	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
42	Regulated markets -	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
43	Co-operative marketing	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
44	Farmers Market	Lecture+ PPT	BAE 204.3	Quiz & End Sem Exam
45	Current Issues in Indian Agriculture (Selected Topics).	Flipped Classroom	BAE 204.3	Quiz & End Sem Exam
46	Sustainable Agricultural growth- Concepts & Constraints	Flipped Classroom	BAE 204.3	Quiz & End Sem Exam
47	Sustainable Agricultural growth- Concepts & Constraints	Flipped Classroom	BAE 204.3	Quiz & End Sem Exam
48	Sustainable Agricultural growth- Concepts & Constraints	Flipped Classroom	BAE 204.3	Quiz & End Sem Exam



Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 204.1	Come to know about the Major features of Indian Economy since Independence	4	-	1	-	1	3	-	1	2	1
BAE 204.2	Understand the Growth, Development and Structural Change aspects of India	3	2	1	1	-	3	2	1	1	-
BAE 204.3	Know about the Issues in Indian economic policy	2	-	-	1	2	2	-	-	1	2
BAE 204.4	Find out the India's development prospects-looking ahead	3	1	4	2	2	3	-	-	2	2



Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –II) 2023-24						
Class: BA(H) Economics (II SEM)						
Subject Name: BAE 204: Agricultural Economy of India		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Understand the concept and features of Agriculture. Develop an understanding of Agricultural economy of India. Establish relationship between agricultural sector and nonagricultural sectors of Indian economy.</p> <p>CO2: Understand the growth and development of Agriculture in India. Analyze and interpret Agricultural price policy in India.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is Agriculture? Explain its features.				3
CO1	Q.2a	Describe the Agricultural economy of India.				3
	Q.2b	Explain the relationship between agriculture and various other non-agricultural sectors.				3
CO1	Q.3	Explain the importance of agriculture in India.				6
CO2	Q.4	Explain the reasons behind the subdivision and fragmentation of holdings in India.				3
CO2	Q.5a	Briefly analyze the Agricultural price policy in India.				3
	Q.5b	Explain the concept of green revolution.				3
CO2	Q.6	Analyze the Public Distribution System.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Bachelor of Arts in Economics Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

If there is no correlation, put “- “

PROGRAMME											
ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
III Sem	BAE301	1	2	-	-	3	1	2	1	3	-





AMITY BUSINESS SCHOOL

Course Handout

Course : Economic History of India

Course Code: BAE301, Credits: 04, Session:2023-24 (Odd Sem), Class : BA. Economics (Hons) 1st Year

Faculty Name :

A. Introduction:

The objective of this course is to familiarize students with the Economic history and the economic change over time. It will subsequently help the students to understand the trend of economic growth & development. At the same time it will throw light on the economic history of India through explaining the Trends in macroeconomic, Railways and Economic Change, Indian agricultural scenario and Indian economic conditions at the time of Independence.

B. Course Outcomes: At the end of the course, students will be able to:

BAE 301.1: Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies, the reason of rapidly expanding British colonial and their purpose behind the expanding industries in India.

BAE 301.2: Identify the Trends in macroeconomic aggregates such as population, labour force and occupational structure; National Income. Foreign trade and Balance of Payments; Saving and Investment, Money supply and prices.

BAE 301.3: Discuss the importance of railways in Indian economics, their role in strengthening the development of the industry and agriculture and the changes occurred after the development of railways in India.

BAE 301.4: Explain land, labour, agriculture, technology, commercialization, famines & environment and relationship among all these.

BAE 301.5: Discuss deindustrialization and its hypothesis, Industrial labour and growth



of entrepreneurship, rise in the industrial sector during the pre-war and the interwar period and the effect of industrial sector on the Indian economy.

BAE 301.6: Describe the Indian Economy at Independence and subsequent changes occur during the independence period in Indian Economy.

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

Syllabus

Module I: Colonial India: An Overview

Module II: Trends in macroeconomic aggregates

Population, labour force and occupational structure; National Income; Foreign trade and Balance of Payments; Saving and Investment; Money supply and prices.

Module III: Railways and Economic Change

Module IV: Agriculture, land, labour, capital, technology, commercialization, famines and environment.

Module V: Traditional and Modern Industry

The deindustrialization hypothesis, rise of the modern industrial sector during the pre-war and the interwar period, industrial labour, growth of entrepreneurship.

Module VI: The Indian Economy at Independence

Examination Scheme:

Components	PO (Attendance)	PI	CI	CT	EE1
Weightage (%)	5	5	5	15	70



Text & References:

Text:

- Tirthankar Roy (2000), The Economic History of India, 1857-1974, Oxford University Press, Ch. 3,4,7,8 & 9.
- Rajnarayan Chandavarkar (1985), "Industrialization in India before 1947: Conventional Approaches and Alternative Perspectives", Modern Asian Studies.
- Rajat Ray (1979), Industrialization in India, Oxford University Press, Ch. 4.

References:

- A.K. Bagchi (1976), "Deindustrialization in India in the Nineteenth Century: Some theoretical implications", Journal of Developmental Studies.
- A.K. Bagchi (1972), Private Investment in India, Orient Longman (1st ed), Ch.2.
- J.N. Bhagwati and Padma Desai (1970), India, Planning for Industrialization, Oxford University Press, Chs. 2 & 3.
- Morris D. Morris (1965), The Emergence of an Industrial Labour Force in India: A Study of the Bombay Cotton Mills 1854-1947, Oxford University Press, last chapter.
- Rajat Ray (ed) (1992), Entrepreneurship and Industry in India, 1800-1947, Oxford University Press.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Colonial India	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
2	An Overview of Colonial India	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
3	Economic History of Colonial India	Flipped Classroom	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
4	Economic History of Colonial India	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
5	Purpose of the British	Flipped	BAE 301.1	Mid Term-1, Quiz



	colonial rule over India	Classroom		& End Sem Exam
6	Purpose of the British colonial rule over India	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
7	Common characteristics of colonialism	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
8	Impact of colonialism in India	Lecture	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
9	Trends in macroeconomic aggregates	Flipped Classroom	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
10	Trends in macroeconomic aggregates	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
11	Population	Case Study	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
12	Population	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
13	Labour force and occupational structure	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
14	Labour force and occupational structure	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
15	National income	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
16	National income	Flipped Classroom	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
17	Foreign trade and Balance of Payments	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
18	Foreign trade and Balance of Payments	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
19	Saving and Investment	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
20	Saving and Investment	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
21	Money supply and prices	Lecture+ PPT	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
22	Money supply and prices	Flipped Classroom	BAE 301.2	Mid Term-1, Quiz & End Sem Exam
23	Railways and Economic Change	Flipped Classroom	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
24	Importance of Railways in economy	Lecture+ PPT	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
25	How Indian railway is contributing in the growth of Indian economy	Lecture+ PPT	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
26	Social and Economic role of railways in development	Lecture+ PPT	BAE 301.3	Mid Term-2, Quiz & End Sem Exam



27	Social and Economic role of railways in development	Flipped Classroom	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
28	Railways in Colonial India	Flipped Classroom	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
29	Railways in Colonial India	Lecture+ PPT	BAE 301.3	Mid Term-2, Quiz & End Sem Exam
30	Contribution of Agriculture in economy	Lecture+ PPT	BAE 301.4	Mid Term-2, Quiz & End Sem Exam
31	Land	Lecture+ PPT	BAE 301.4	Mid Term-2, Quiz & End Sem Exam
32	Labour force	Lecture+ PPT	BAE 301.4	Mid Term-2, Quiz & End Sem Exam
33	Capital	Lecture+ PPT	BAE 301.4	Mid Term-2, Quiz & End Sem Exam
34	Technology	Lecture+PPT	BAE 301.4	Quiz & End Sem Exam
35	Commercialization	Lecture+PPT	BAE 301.4	Quiz & End Sem Exam
36	Famines and environment	Flipped Classroom	BAE 301.4	Quiz & End Sem Exam
37	Famines and environment	Lecture+ PPT	BAE 301.4	Quiz & End Sem Exam
38	The deindustrialization hypothesis	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
39	Rise of the modern industrial sector during the pre-war	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
40	Rise of the modern industrial sector during the pre-war	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
41	Rise of the modern industrial sector during the interwar period	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
42	Industrial labour	Lecture+PPT	BAE 301.5	Quiz & End Sem Exam
43	Growth of entrepreneurship	Lecture+PPT	BAE 301.5	Quiz & End Sem Exam
44	Growth of entrepreneurship	Lecture+PPT	BAE 301.5	Quiz & End Sem Exam
45	The Indian Economy at Independence	Flipped Classroom	BAE 301.5	Quiz & End Sem Exam
46	Growth of Indian Economy since Independence	Flipped Classroom	BAE 301.5	Quiz & End Sem Exam
47	Historical aspects of Indian Economy	Flipped Classroom	BAE 301.5	Quiz & End Sem Exam
48	Problems of Indian Economy after independence	Flipped Classroom	BAE 301.5	Quiz & End Sem Exam



Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 301.1	Come to know about the Colonial India	2	-	1	1	-	1	2	-	-	3
BAE 301.2	Know about the Trends in macroeconomic aggregates	2	2	3	-	2	3	2	1	2	3
BAE 301.3	Understand the Railways and its impact on Economic Change	1	-	-	1	2	2	-	-	1	2
BAE 301.4	Come to know about the land, labour, agriculture, technology, commercialization, famines & environment and their relationship	3	1	3	2	2	3	2	-	-	
BAE 301.5	Know about the Industrial labour, growth of entrepreneurship and rise in the industrial sector during the pre-war and the interwar period	3	2	2	1	2	2	1	2	-	3
BAE 301.6	Understand the Indian Economy at Independence	-	1	-	2	1	2	-	-	2	3

Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –III) 2023-24						
Class: BA(H) Economics (III SEM)						
Subject Name: BAE 301: Economic History of India		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to						
CO1: Understand and Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies responsible for expanding British colonial in India.						
CO2: Identify the various Trends in macroeconomic aggregates such as population, labour force and occupational structure;						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the Colonial India with the help of suitable example.				3
CO1	Q.2a	What are the strategies for development of colonial India has been taken by the British Government?				3



	Q.2b	Explain various aspects of Colonial India.	3
CO1	Q.3	What are the strategies and policies responsible for expanding British colonial in India ?	6
CO2	Q.4	Explain Labour Force.	3
	Q.5a	Explain occupational structure of India .	3
CO2	Q.5b	What are the various Trends of macroeconomic aggregates? Explain in short.	3
CO2	Q.6	What do you understand by population? How it can be useful for the economic growth of a nation?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3







AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
III SEM	BAE 301	3	3	3	2	3	2	1	3	2	-





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL

Course Handout

Course: MACRO ECONOMICS- I

Course Code: BAE301, Credits : 04, Session :2023-24 (ODD Sem.), Class : BA. Economics (Hons) 2nd Year

Faculty Name:Dr. Kishan Singh Rathore

A. Introduction:

This course aims at introducing the fundamentals of Macro economic theories, policies and models in a historical perspective. It will enable the students to develop a critical insight on Classical and Keynesian macro-economic models, to understand the relationship between inflation and employment by providing exposure to the constructions of Friedman, Phelps & Phillips.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 301.1: Explain the roots of macroeconomics components and its methodology along with role of government in the country.

BAE 301.2: Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP.

BAE 301.3: Understanding the classical model of full employment to determine labor, capital product market equilibrium at the extended model of full employment in the economy.

BAE 301.4: Analyze the simple Keynesian Model and the role of government participation in the economy to measure aggregate equilibrium level and income and suggested fiscal measure and the effect of multiplier on the economy.

BAE 301.5: Evaluate in-depth causes of inflation and its cost, The Fisher effect and apply remedies to overcome these problems in economic policy.

C. Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a



wide variety of interdisciplinary and real-life contexts.

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

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

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

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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



E. Syllabus

Module I: Introduction to Macroeconomics

The roots of macroeconomics, macroeconomic concerns, the role of government in the macroeconomy the components of the macroeconomy, the methodology of macroeconomics.

Module II: Introduction to National Income Accounting

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

Module III: The Classical System: The Full-Employment Model

Macroeconomic Equilibrium, the labour market, the product market, the capital market; extending the full employment model

Module IV: The Simple Keynesian Model

Aggregate expenditure and equilibrium output--aggregate output and aggregate income, equilibrium aggregate output; Government participation in the economy; Fiscal policy at work--The Multiplier effect.

Module V: Money in the Modern Economy

Characteristics of a monetary economy; The demand for money; The supply of money and overall liquidity position; credit creation.

Module VI: Inflation:

The causes of inflation, level of prices and the value of money, The Fisher effect, The cost of inflation

F. Examination Scheme:

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Components	P0 (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Mc Connell. C.R & H.C. Gupta, "Introduction to Macro Economics", Tata McGraw Hill, Delhi
- Gardner Ackeley, "Macro Economics".

References:

- J.E. Stiglitz, and C.E. Walsh (2002), Principles of Economics, 3rd Edition, W.W. Norton & Company, New York.
- R. Stone and G. Stone (1962), National Income and Expenditure, Bowes and Bowes London.
- Lipsey & Chrystal- Principles of Economics



- K.K. Dewett: Modern Economic Theory, New Delhi, Shyam Lal Charitable Trust

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The roots of macroeconomics	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
2	The roots of macroeconomics	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
3	Macroeconomic concerns	Flipped Classroom	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Macroeconomic concerns</i>	Flipped Classroom	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
5	The role of government in the macro economy	Flipped Classroom	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
6	The role of government in the macro economy	Lecture	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
7	The components of the macroeconomy	Lecture + PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
8	The components of the macroeconomy	Lecture+ PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
9	The components of the macroeconomy	Lecture + PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
10	The methodology of macroeconomics	Lecture + PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
11	The methodology of macroeconomics	Lecture + PPT	BAE 301.1	Mid Term-1, Quiz & End Sem Exam
12	The methodology of macroeconomics	Lecture + PPT	BAE301.1	Mid Term-1, Quiz & End Sem Exam
13	Concepts of GDP and national income	Lecture + PPT	BAE301.2	Mid Term-1, Quiz & End Sem Exam
14	Concepts of GDP and national income	Lecture + PPT	BAE301.2	Mid Term-1, Quiz & End Sem Exam
15	Concepts of GDP and national income	Flipped classroom method	BAE301.2	Mid Term-1, Quiz & End Sem Exam
16	Approaches to calculating GDP	Flipped classroom method	BAE301.2	Mid Term-1, Quiz & End Sem Exam
17	GDP and personal income	Flipped classroom method	BAE301.2	Mid Term-1, Quiz & End Sem Exam
18	Nominal and real GDP	Flipped classroom method	BAE301.2	Mid Term-1, Quiz & End Sem Exam
19	Limitations of the GDP concept, GDP and the black economy.	Lecture	BAE301.2	Mid Term-1, Quiz & End Sem Exam



20	Limitations of the GDP concept, GDP and the black economy.	Lecture	BAE301.2	Mid Term-1, Quiz & End Sem Exam
21	GDP and the black economy.	Lecture	BAE301.2	Mid Term-2, Quiz & End Sem Exam
22	GDP and the black economy.	Lecture	BAE301.2	Mid Term-2, Quiz & End Sem Exam
23	GDP and the black economy.	Lecture	BAE301.2	Mid Term-2, Quiz & End Sem Exam
24	GDP and the black economy.	Lecture	BAE301.2	Mid Term-2, Quiz & End Sem Exam
25	Macroeconomic Equilibrium, the labour market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
26	Macroeconomic Equilibrium, the labour market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
27	Macroeconomic Equilibrium, the labour market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
28	Macroeconomic Equilibrium, the labour market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
29	The product market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
30	The product market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
31	The capital market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
32	The capital market	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
33	Extending the full employment model	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
34	Extending the full employment model	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
35	Extending the full employment model	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
36	Extending the full employment model	Lecture	BAE301.3	Mid Term-2, Quiz & End Sem Exam
37	Aggregate expenditure & equilibrium output--aggregate output and aggregate income	Lecture	BAE 301.4	Quiz & End Sem Exam
38	Aggregate expenditure and equilibrium output--aggregate output and aggregate income	Lecture	BAE 301.4	Quiz & End Sem Exam
39	Aggregate expenditure and equilibrium output--aggregate output and aggregate income	Lecture	BAE 301.4	Quiz & End Sem Exam
40	Aggregate expenditure and equilibrium output--aggregate output and aggregate income	Lecture	BAE 301.4	Quiz & End Sem Exam
41	Aggregate expenditure and equilibrium output--aggregate output and aggregate income	Lecture	BAE 301.4	Quiz & End Sem Exam
42	Equilibrium aggregate output	CASE STUDY	BAE 301.4	Quiz & End Sem Exam



43	Government participation in the economy	CASE STUDY	BAE 301.4	Quiz & End Sem Exam
44	Government participation in the economy	CASE STUDY	BAE 301.4	Quiz & End Sem Exam
45	Fiscal policy at work--The Multiplier effect.	CASE STUDY	BAE 301.4	Quiz & End Sem Exam
46	Fiscal policy at work--The Multiplier effect.	Lecture+ PPT	BAE 301.4	Quiz & End Sem Exam
47	Fiscal policy at work--The Multiplier effect.	Lecture+ PPT	BAE 301.4	Quiz & End Sem Exam
48	Fiscal policy at work--The Multiplier effect.	Lecture+ PPT	BAE 301.4	Quiz & End Sem Exam
49	Characteristics of a monetary economy	Lecture+ PPT	BAE301.5	Quiz & End Sem Exam
50	The demand for money	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
51	The supply of money and overall liquidity position;	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
52	The supply of money and overall liquidity position;	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
53	credit creation.	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
54	credit creation.	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
55	The causes of inflation	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
56	The causes of inflation	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
57	level of prices and the value of money	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
58	The Fisher effect	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
59	The cost of inflation.	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam
60	The cost of inflation.	Lecture+ PPT	BAE 301.5	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
BAE 301.1	Explain the roots of macro-economic components and its methodology along with role of government in the country.	3	2	2	3	3	3	-	-	2	2
BAE301.2	Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP.	3	3	3	3	2	3	2	2	3	3
BAE301.3	Understanding the classical model of full employment to determine labor, capital product market equilibrium at the extended model of full employment in the economy.	3	2	2	2	3	2	2	3	3	2
BAE301.4	Analyze the simple Keynesian Model and the role of government participation in the economy to measure aggregate equilibrium level and income and suggested fiscal measure and the effect of multiplier on the economy	3	3	2	3	2	3	2	3	2	2
BAE301.5	Evaluate in-depth causes of inflation and its cost, The Fisher effect and apply remedies to overcome these problems in economic policy.	3	3	2	3	2	3	3	2	2	3

Sample Question Paper

Amity Business School BA(H) Economics I MID-SEMESTER (SEM –III) 2023-24						
Class: BA(H) Economics (III SEM)						
Subject Name: BAE 301: MACROECONOMICS -I		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
<p>Student will be able</p> <p>CO1: Explain the roots of macroeconomics components and its methodology along with role of government in the country</p> <p>CO2: Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP.</p>						



CO Map	Question No.	Question	Marks
CO1	Q.1	What you mean by term macroeconomics?	3
CO1	Q.2a	What is bird eye view?	3
	Q.2b	What are components of macroeconomics?	3
CO1	Q.3	Why government interference needed in the economic decision? Explain	6
CO2	Q.4	What is GDP?	3
CO2	Q.5a	Who are economic agents?	3
	Q.5b	Differentiate nominal and real GDP.	3
CO2	Q 6	Discuss the measure taken by government to control circulation of black money in the economy.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





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Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	3rd Semester
Subject Code	BAE 301
Subject Name	Macroeconomics - I
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “ - ”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
III S E M	BAE 302	3	3	3	2	3	2	1	3	2	-





AMITY UNIVERSITY

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AMITY BUSINESS SCHOOL
Course Handout
Course: PUBLIC FINANCE
Course Code: BAE 302, Credits: 04, Session :2023-24 (Odd Sem.), Class : BA. Economics (Hons) 2 nd Year
Faculty Name :

A. Introduction:

The main objective of this paper is to introduce the students with the principles of public finance, role of different governments, public expenditure, taxation, budget and fiscal policy in India. Further, it will also provide exposure to the students, the role and the function of the government in a modern economy. The government plays different roles and performs varied functions which are different from earlier societies. In this context the public financial functions of the government need to be understood by a student, by studying the relevant theory and empirical analysis.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 302.1: Understand the role of government in managing the economy under different economic systems and learn about the social welfare function. Explain the theory of public goods, understand the market failure and Externalities. Discuss problems in allocation of resources, learning theoretical developments in demand revelation for social goods and public choice.

BAE 302.2: Understand the theories of Public Expenditure, analyze the structure and growth of public expenditure, learn the criteria for public investment and income redistribution, analyze the expenditure programmes for the poor, discuss social insurance: unemployment insurance, health care, and education, analyze social cost-benefit, benefit estimation and evaluation.

BAE 302.3: Understand the theory of taxation, analyze benefit and ability-to-pay approaches, discuss Indian direct and indirect taxes, learn tax reforms since 1975, analyze Chelliah Committee Report, evaluate tax reforms -taxation incidence and alternative concepts of incidence.

BAE 302.4: Understand Budget, learn concept of PPB, discuss Zero-based budgeting and Deficit Budgeting,



understand types of Deficits and learn about Public Debt: Trends and composition of Indian Public Debt, discuss Debt management.

BAE 302.5: Discuss Fiscal Policy and understand role of Fiscal Policy in India, learn the Principles of Fiscal federalism in India, discuss vertical and horizontal imbalance, analyze Finance Commission and Planning Commission and understand issues in revenue devolutions and Grants -in- Aid - Local Finance.

C. Programme Outcomes:

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

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

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

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

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

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

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

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

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

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



D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Role of government in managing the economy under different economic systems – Social Welfare Function. Theory of Public goods - Market failure - Externalities - problems in Allocation of Resources - theoretical developments in Demand revelation for social goods -Public choice.

Module II: Public Expenditure- Theories of Public Expenditure -Structure and Growth of Public Expenditure - Criteria for public investment - Income Redistribution – Expenditure Programmes for the poor - Social Insurance: Unemployment Insurance, Health Care, and Education - Social cost-benefit analysis - benefit estimation and evaluation.

Module III: Taxation- Theory of Taxation - Benefit and ability-to-pay approaches - Indian Direct and Indirect Taxes - Tax reforms since 1975 - Chelliah Committee Report - Evaluation of Tax Reforms -Taxation Incidence and alternative concepts of Incidence.

Module IV: Budget - Concept of PPB - Zero-based Budgeting - Deficit Budgeting - Types of Deficits - Public Debt: Trends and composition of Indian Public Debt - Debt management.

Module V: Fiscal Policy - Role of Fiscal Policy in India - Principles of Fiscal federalism in India - Vertical and horizontal imbalance - Finance Commissions and Planning Commission - Issues in Revenue devolutions and Grants - in- Aid - Local Finance.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70



G. Suggested Text/Reference Books:

Text:

- Musgrave, R.A. and P.A Musgrave (1976), Public Finance in Theory and Practice, McGraw- Hill Kogakusha, Tokyo.
- Raghbendra Jha : (1998), Modern Public Economics.
- Rosen, Harway, S. - Public Finance, IVth Edn. Irwin.

References:

- Mueller, D.C. (1979), Public Choice, Cambridge University Press, Cambridge.
- Brown, C.V. and Jackson - Public Sector Economics
- Raja J. Chellia et al. - Trends in Federal Finance.
- Reports of Finance Commissions.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Role of government in managing the economy under different economic systems	Lecture+ PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
2	Role of government in managing the economy under different economic systems	Lecture+ PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
3	Social Welfare Function	Flipped Classroom	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
4	Theory of Public goods	Flipped Classroom	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
5	Market failure	Flipped Classroom	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
6	Externalities	Lecture	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
7	Problems in Allocation of Resources	Lecture + PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
8	theoretical developments in Demand revelation for social good	Lecture+ PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
9	Theoretical developments in Demand revelation for social good	Lecture + PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
10	Public choice	Lecture + PPT	BAE 302.1	Mid Term-1, Quiz & End Sem Exam
11	Theories of Public Expenditure	Lecture + PPT	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
12	Theories of Public Expenditure	Lecture + PPT	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
13	Theories of Public Expenditure	Lecture + PPT	BAE 302.2	Mid Term-1, Quiz & End Sem Exam



14	Structure and Growth of Public Expenditure	Lecture + PPT	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
15	Structure and Growth of Public Expenditure	Flipped classroom method	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
16	Criteria for public investment	Flipped classroom method	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
17	Income Redistribution	Flipped classroom method	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
18	Expenditure Programmes for the poor	Flipped classroom method	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
19	Social Insurance	Lecture	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
20	Unemployment Insurance	Lecture	BAE 302.2	Mid Term-1, Quiz & End Sem Exam
21	Health Care and Education	Lecture	BAE 302.2	Mid Term-2, Quiz & End Sem Exam
22	Social cost-benefit analysis	Lecture	BAE 302.2	Mid Term-2, Quiz & End Sem Exam
23	Benefit estimation and evaluation	Lecture	BAE 302.2	Mid Term-2, Quiz & End Sem Exam
24	Theory of Taxation	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
25	Benefit and ability-to-pay approaches	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
26	Indian Direct and Indirect Taxes	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
27	Indian Direct and Indirect Taxes	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
28	Tax reforms since 1975	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
29	Chelliah Committee Report	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
30	Evaluation of Tax Reforms	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
31	Taxation Incidence	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
32	Alternative concepts of Incidence	Lecture	BAE 302.3	Mid Term-2, Quiz & End Sem Exam
33	Budget	Lecture	BAE 302.4	Mid Term-2, Quiz & End Sem Exam
34	Budget	Lecture	BAE 302.4	Mid Term-2, Quiz & End Sem Exam
35	Concept of PPB	Lecture	BAE 302.4	Mid Term-2, Quiz & End Sem Exam
36	Zero-based Budgeting	CASE STUDY	BAE 302.4	Mid Term-2, Quiz & End Sem Exam
37	Zero-based Budgeting	CASE STUDY	BAE 302.4	Quiz & End Sem Exam
38	Deficit Budgeting	CASE STUDY	BAE 302.4	Quiz & End Sem Exam



39	Deficit Budgeting	CASE STUDY	BAE 302.4	Quiz & End Sem Exam
40	Types of Deficits	Lecture	BAE 302.4	Quiz & End Sem Exam
41	Public Debt	Lecture	BAE 302.4	Quiz & End Sem Exam
42	Trends & composition of Indian Public Debt	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
43	Trends & composition of Indian Public Debt	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
44	Trends & composition of Indian Public Debt	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
45	Debt management	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
46	Debt management	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
47	Debt management	Lecture+ PPT	BAE 302.4	Quiz & End Sem Exam
48	Fiscal Policy	Lecture+ PPT	BAE 302.5	Quiz & End Sem Exam
49	Fiscal Policy	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
50	Role of Fiscal Policy in India	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
51	Principles of Fiscal federalism in India	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
52	Principles of Fiscal federalism in India	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
53	Vertical and horizontal imbalance	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
54	Vertical and horizontal imbalance	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
55	Finance Commissions & Planning Commission	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
56	Finance Commissions & Planning Commission	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
57	Finance Commissions and Planning Commission	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
58	Issues in Revenue devolutions	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
59	Grants -in- Aid - Local Finance	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam
60	Grants -in- Aid – Local Finance	Lecture + PPT	BAE 302.5	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 302.1	Understand the social welfare function, public goods theory and resources allocation	2	-	2	-	-	2	-	-	-	-
BAE 302.2	Analyze the public expenditure, public investment, income redistribution and social insurance	3	2	2	-	-	2	1	-	2	1
BAE 302.3	Discuss the taxation, tax reforms, committee report	2	1	1	3	2	3	-	-	-	2
BAE 302.4	Understand the concept of budget, deficit and debt	3	2	2	2	2	3	3	-	1	2
BAE 302.5	Discuss fiscal policy, finance commission and planning commission	3	2	1	2	2	2	3	-	-	2



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –III) 2023-24						
Class: BA(H) Economics (III SEM)						
Subject Name: BAE 302: PUBLIC FINANCE			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, 2(a), 2(b)	Q.3	Q.4	Q. 5(a), 5 (b), 6		
Student will be able to						
CO1: Understand the social welfare function, public goods theory and resources allocation						
CO2: Analyze the public expenditure, public investment, income redistribution and social insurance						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the various problems faced in allocation of resources?				3
CO1	Q.2a	What do you understand by social welfare function?				3
	Q.2b	Explain the theory of public goods.				3
CO1	Q.3	Discuss the role of government in managing the economy under different economic systems.				6
CO2	Q.4	Explain social insurance with the help of an example.				3
CO2	Q.5a	Analyze the structure and growth of public expenditure.				3
	Q.5b	Discuss the criteria for public investment.				3
CO2	Q 6	Analyze the social cost-benefit analysis.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	3rd Semester
Subject Code	BAE 302
Subject Name	Public Finance
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “ - ”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
III S E M	BAE 303	3	3	3	2	3	2	1	3	2	-





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course: INDUSTRIAL ECONOMICS
Course Code: BAE 303, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name: Dr.Kishan Singh Rathore

A. Introduction:

The core idea behind the inclusion of this subject is to introduce the students on the industrial developmental side of India, its different facts, different arena, policies & future prospect.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 303.1: Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes.

BAE 303.2: Analyze the different forms of business organization, performances since existence and their impact on economy growth and development

BAE 303.3: Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector

BAE 303.4: Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects.

BAE 303.5: Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability.

BAE 303.6: Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.

C. Programme Outcomes:

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

[**PO.2**]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for



conducting original and independent social science research.

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

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

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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



E. Syllabus

Module I: Overview of the Industrial Scene in India, Trends in growth and productivity; Competitiveness and changes in Policy Regimes

Module II: Issues relating to the Composition of Indian Industry Small vs. Large Industry, Public vs. Private Sector, with emphasis on: Performance of the public sector Privatization. Dynamics of the Industrial Sector: Growth and Sickness

Module III: Trends in Industrial Regulation and Control, Pricing in the public and private sectors Employment growth in the industrial sector

Module IV: Policy Issues and Future Prospects Infrastructure; Technology

Module V: Issues of Management- *Limiting market abuses*, FDIs/FIIs

Module VI: Financing of Industry- Ownership and Efficiency Equity markets

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Dilip Mookherjee, ed. (1995), *Indian Industry*, Oxford University Press, New Delhi.

References:

- J. Bhagwati (1993), *India in Transition: Freeing the Economy*, Clarendon Oxford 1993
- Mrinal Datta Chaudhri (1990), *Market Failure and Government Failure: Journal of Economic Perspectives*
- NCAER *The India Infrastructure Report* (Rakesh Mohan Committee)
- Department of Disinvestment, White Paper, 2000

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Trends in growth and productivity	Lecture+ PPT	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
2	Trends in growth and productivity	Lecture+ PPT	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
3	Trends in growth and productivity	Flipped Classroom	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Trends in growth and productivity</i>	Flipped Classroom	BAE 303.1	Mid Term-1, Quiz & End Sem Exam



5	Competitiveness and changes in Policy Regimes	Flipped Classroom	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
6	Competitiveness and changes in Policy Regimes	Lecture	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
7	Competitiveness and changes in Policy Regimes	Lecture + PPT	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
8	Competitiveness and changes in Policy Regimes	Lecture+ PPT	BAE 303.1	Mid Term-1, Quiz & End Sem Exam
9	Small vs. Large Industry	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
10	Small vs. Large Industry	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
11	Public vs. Private Sector	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
12	Public vs. Private Sector	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
13	Performance of the public sector	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
14	Performance of the public sector	Lecture + PPT	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
15	Performance of the public sector	Flipped classroom method	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
16	Privatization	Flipped classroom method	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
17	Privatization	Flipped classroom method	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
18	Dynamics of the Industrial Sector: Growth and Sickness	Flipped classroom method	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
19	Dynamics of the Industrial Sector: Growth and Sickness	Lecture	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
20	Dynamics of the Industrial Sector: Growth and Sickness	Lecture	BAE 303.2	Mid Term-1, Quiz & End Sem Exam
21	Pricing in the public and private sectors	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
22	Pricing in the public and private sectors	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
23	Pricing in the public and private sectors	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
24	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
25	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
26	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
27	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
28	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam



29	Employment growth in the industrial sector	Lecture	BAE 303.3	Mid Term-2, Quiz & End Sem Exam
30	Policy Issues & Future Prospects in Infrastructure	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
31	Policy Issues & Future Prospects in Infrastructure	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
32	Policy Issues & Future Prospects in Infrastructure	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
33	Policy Issues & Future Prospects in Infrastructure	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
34	Policy Issues & Future Prospects in Infrastructure	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
35	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
36	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Mid Term-2, Quiz & End Sem Exam
37	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Quiz & End Sem Exam
38	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Quiz & End Sem Exam
39	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Quiz & End Sem Exam
40	Policy Issues & Future Prospects in Technology	Lecture	BAE 303.4	Quiz & End Sem Exam
41	Limiting market abuses	Lecture	BAE 303.5	Quiz & End Sem Exam
42	Limiting market abuses	CASE STUDY	BAE 303.5	Quiz & End Sem Exam
43	Limiting market abuses	CASE	BAE 303.5	Quiz & End Sem
44	FDI/FIIs	CASE STUDY	BAE 303.5	Quiz & End Sem Exam
45	FDI/FIIs	CASE STUDY	BAE 303.5	Quiz & End Sem Exam
46	FDI/FIIs	Lecture + PPT	BAE 303.5	Quiz & End Sem Exam
47	FDI/FIIs	Lecture + PPT	BAE 303.5	Quiz & End Sem Exam
48	FDI/FIIs	Lecture + PPT	BAE 303.5	Quiz & End Sem Exam
49	FDI/FIIs	Lecture+ PPT	BAE 303.5	Quiz & End Sem Exam
50	FDI/FIIs	Lecture+ PPT	BAE 303.5	Quiz & End Sem Exam
51	FDI/FIIs	Lecture+ PPT	BAE 303.5	Quiz & End Sem Exam
52	FDI/FIIs	Lecture+ PPT	BAE 303.5	Quiz & End Sem Exam
53	Ownership and Efficiency	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
54	Ownership and Efficiency	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
55	Ownership and Efficiency	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
56	Ownership and Efficiency	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
57	Equity markets	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
58	Equity markets	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
59	Equity markets	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam
60	Equity markets	Lecture+ PPT	BAE 303.6	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 303.1	Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes.	3	2	1	3	3	3	3	1	3	3
BAE 303.2	Analyze the different forms of business organization, performances since existence and their impact on economy growth and development	2	3	2	3	3	3	3	3	2	3
BAE 303.3	Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector	2	2	2	3	3	3	3	3	1	3
BAE 303.4	Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects.	3	2	3	3	2	1	3	3	1	3
BAE 303.5	Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability	2	3	2	3	3		2	3	1	3
BAE 303.6	Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.	2	2	3	3	3		3	2	1	3

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –III) 2023-24						
Class: BA(H) Economics (III SEM)						
Subject Name: BAE 303: INDUSTRIAL ECONOMICS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes CO2: Analyze the different forms of business organization, performances since existence and their impact on economy growth and development						
CO Map	Question No.	Question				Marks
CO1	Q.1	What you mean by industrial revolution?				3



CO1	Q.2a	What id industrial economics?	3
	Q.2b	Why industrial trends need to measure?	3
CO1	Q.3	Discuss in details the determinants of industrial growth in the economy	6
CO2	Q.4	What is MSME?	3
CO2	Q.5a	What you mean infant industry?	3
	Q.5b	Do any two differentiations in public and private company	3
CO2	Q 6	Discuss in details the causes of industrial sickness.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	4th Semester
Subject Code	BAE 303
Subject Name	Industrial Economics
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
III	BAE 304	-	1	2	3	-	-	-	3	-	2
S E M											





AMITY UNIVERSITY

MADHYA PRADESH

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AMITY BUSINESS SCHOOL
Course Handout
Course: LEGAL ASPECTS OF BUSINESS
Course Code: BAE 304, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name:

A. Introduction:

The main objective of the paper is to provide a broad understanding of legal issues impacting upon business and the legal processes involved in the management of an organization. Besides the legal aspects of contract management, the course will focus on important legal issues in business and management especially in today's knowledge economy and the internet environment.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 304.1: Understand the various legal aspects in management; discuss contract formulation & its management

BAE 304.2: Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization

BAE 304.3: Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures

BAE 304.4: Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement

BAE 304.5: Analyze the environmental law and corporate environmental liability; discuss intellectual property law & management.

C. Programme Outcomes:

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

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

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



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

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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I

An Introduction to Legal Aspects in Management, Contract Formulation & its Management.

Module II

Performance and Remedies for Breach of Contract, Company as Dominant Form of Business Organization.



Module III

Company Formation: Basic Documents & their Implications, An invitation to investment: Prospectus, Shares and Debentures.

Module IV

Management of a Company: Duties and Liabilities of Directors, Administration of Company Affairs: Minority protection & Prevention of Oppression and Mismanagement.

Module V

Environmental Law and Corporate Environmental Liability, Intellectual Property Law & Management.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Akhileswar Pathak, Legal Aspects of Business, 3rd Ed., Tata McGraw-Hill Co.

References:

- Dr. Avtar Singh, Company Law (In Nutshell), Latest Edition, Eastern Book Company
- Principle of Mercantile Law (latest edition) by Dr. Avtar Singh.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Legal Aspects in Management	Lecture+ PPT	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Legal Aspects in Management	Lecture+ PPT	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Legal Aspects in Management	Flipped Classroom	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
4	Contract Formulation & its Management	Flipped Classroom	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
5	Contract Formulation & its Management	Flipped Classroom	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
6	Contract Formulation & its Management	Lecture	BAE 304.1	Mid Term-1, Quiz & End Sem Exam



7	Contract Formulation & its Management	Lecture+ PPT	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
8	Contract Formulation & its Management	Lecture+ PPT	BAE 304.1	Mid Term-1, Quiz & End Sem Exam
9	Performance and Remedies for Breach of Contract	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
10	Performance and Remedies for Breach of Contract	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
11	Performance and Remedies for Breach of Contract	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
12	Performance and Remedies for Breach of Contract	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
13	Company as Dominant Form of Business Organization	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
14	Company as Dominant Form of Business Organization	Lecture+ PPT	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
15	Company as Dominant Form of Business Organization	Flipped classroom method	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
16	Company as Dominant Form of Business Organization	Flipped classroom method	BAE 304.2	Mid Term-1, Quiz & End Sem Exam
17	Company Formation	Flipped classroom method	BAE 304.3	Mid Term-1, Quiz & End Sem Exam
18	Company Formation	Flipped classroom method	BAE 304.3	Mid Term-1, Quiz & End Sem Exam
19	Company Formation	Lecture	BAE 304.3	Mid Term-1, Quiz & End Sem Exam
20	Basic Documents & their Implications	Lecture	BAE 304.3	Mid Term-1, Quiz & End Sem Exam
21	Basic Documents & their Implications	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
22	Basic Documents & their Implications	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
23	Basic Documents & their Implications	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
24	An invitation to investment	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
25	An invitation to investment	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
26	An invitation to investment	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
27	Prospectus	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
28	Prospectus	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam



29	Shares	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
30	Shares	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
31	Debentures	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
32	Debentures	Lecture	BAE 304.3	Mid Term-2, Quiz & End Sem Exam
33	Management of a Company	Lecture	BAE 304.4	Mid Term-2, Quiz & End Sem Exam
34	Management of a Company	Lecture	BAE 304.4	Mid Term-2, Quiz & End Sem Exam
35	Management of a Company	Lecture	BAE 304.4	Mid Term-2, Quiz & End Sem Exam
36	Duties and Liabilities of Directors	Lecture	BAE 304.4	Mid Term-2, Quiz & End Sem Exam
37	Duties and Liabilities of Directors	Lecture	BAE 304.4	Quiz & End Sem Exam
38	Duties and Liabilities of Directors	Lecture	BAE 304.4	Quiz & End Sem Exam
39	Administration of Company Affairs	Lecture	BAE 304.4	Quiz & End Sem Exam
40	Administration of Company Affairs	Lecture	BAE 304.4	Quiz & End Sem Exam
41	Administration of Company Affairs	Lecture	BAE 304.4	Quiz & End Sem Exam
42	Administration of Company Affairs	Lecture	BAE 304.4	Quiz & End Sem Exam
43	Minority protection	CASE STUDY	BAE 304.4	Quiz & End Sem Exam
44	Minority protection	CASE STUDY	BAE 304.4	Quiz & End Sem Exam
45	Minority protection	CASE STUDY	BAE 304.4	Quiz & End Sem Exam
46	Prevention of Oppression and Mismanagement	Lecture+ PPT	BAE 304.4	Quiz & End Sem Exam
47	Prevention of Oppression and Mismanagement	Lecture+ PPT	BAE 304.4	Quiz & End Sem Exam
48	Prevention of Oppression and Mismanagement	Lecture+ PPT	BAE 304.4	Quiz & End Sem Exam
49	Prevention of Oppression and Mismanagement	Lecture+ PPT	BAE 304.4	Quiz & End Sem Exam
50	Prevention of Oppression and Mismanagement	Lecture+ PPT	BAE 304.4	Quiz & End Sem Exam
51	Environmental Law	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
52	Environmental Law	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
53	Environmental Law	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
54	Corporate Environmental Liability	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
55	Corporate Environmental Liability	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
56	Corporate Environmental Liability	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
57	Intellectual Property Law & Management	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
58	Intellectual Property Law & Management	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
59	Intellectual Property Law & Management	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam
60	Intellectual Property Law & Management	Lecture+ PPT	BAE 304.5	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 304.1	Understand the various legal aspects in management; discuss contract formulation & its management	-	3	1	2	-	1	-	3	1	3
BAE 304.2	Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization	-	3	-	2	-	1	-	3	2	3
BAE 304.3	Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures	1	3	2	3	2	2	3	-	2	2
BAE 304.4	Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement	3	3	2	2	2	3	-	-	2	-
BAE 304.5	Analyze the environmental law and corporate environmental liability; discuss intellectual property law & management	-	2	-	1	2	2	-	2	-	2

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –III) 2023-24						
Class: BA(H) Economics (III SEM)						
Subject Name: BAE : 304 LEGAL ASPECTS OF BUSINESS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3	Q.4	Q.2,5(a),5(b), 6		
Student will be able to						
CO1: Understand the various legal aspects in management and discuss contract formulation & its management						
CO2: Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization						
CO Map	Question No.	Question				Marks
CO1	Q.1	What do you understand by contract?				3
	Q.2a	Discuss contract formulation?				3



CO1	Q.2b	Explain various legal aspects in management.	3
CO1	Q.3	Discuss the management of contract in detail.	6
CO2	Q.4	Explain the breach of contract with the help of an example.	3
CO2	Q.5a	Discuss the remedies for breach of contract.	3
	Q.5b	Discuss the characteristics of a company.	3
CO2	Q 6	Analyze the company as dominant form of business organization.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	3rd Semester
Subject Code	BAE 304
Subject Name	Legal Aspects of Business
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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



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

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

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

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
IV SEM	BAE 401	3	2	3	3	3	1	1	-	-	-





AMITY UNIVERSITY

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AMITY BUSINESS SCHOOL
Course Handout
Course: International Economics
Course Code: (BAE 401), credits: 04, Session:2023-24 (Even Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name:

A. Introduction:

The objective of this course focuses to familiarize students with major with basic issues, concepts and theories related to the international economics. It will subsequently help the students to understand the different trade policy & welfare, international trading system, WTO, Balance of Payments Fixed and Flexible exchange rate systems, IMF & others major issues related with the International Economics.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 401.1: Interpret the major subject matter of international economics such as Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Discuss the terms of trade, immiserising growth, and the transfer problem. At the same time analysis the New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.

BAE 401.2: Evaluate the national income and balance of payments accounting. Understand



the foreign exchange market and exchange rate determination. Factors of Open economy macro-economics and discuss the determination of output, interest rates and exchange rates in the long and short runs. Also go through the major macro-economic policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.

C. Programme Outcomes:

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

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

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

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

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



D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I The subject matter of international economics Comparative advantage: Ricardian, specific- factors, and Heckscher-Ohlin models. Terms of trade, immiserising growth, and the transfer problem. New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.

Module II Review of national income and balance of payments accounting. The foreign exchange market and exchange rate determination. Open economy macro-economics: Determination of output, interest rates and exchange rates in the long and short runs. Macro-economic policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:**Text:**

- Paul Krugman and Maurice Obstfeld, *International Economics: Theory and policy*, latest edition, Pearson Education low-price edition, distributed in India by Addison-Wesley Longman.
- Amitav K.Dutt (1995), "The Open Economy" in Prabhat Patnaik (ed.), *Macro-economics*, OUP, Delhi.



References:

- W.M. Corden (1974), *Trade Policy and Welfare*, Clarendon Oxford, Chapters 1, 2 and 9.
- T.N. Srinivasan (1998), *Developing Countries and the Multilateral Trading System*, OUP, Delhi, Chapters 5-8.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of international economics	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
2	The subject matter of international economics	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
3	Comparative advantage	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
4	Ricardian Model	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
5	Specific-factors of Ricardian Model	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
6	Heckscher-Ohlin models.	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
7	Heckscher-Ohlin models.	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
8	Terms of trade	Lecture	BAE 401	Mid Terms, Quiz & End Sem Exam
9	Immiserating growth in international Economics	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
10	Immiserating growth in international Economics	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
11	New trade theories	Case Study	BAE 401	Mid Terms, Quiz & End Sem Exam
12	New trade theories	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
13	Economies of scale	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
14	Imperfect competition	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
15	Imperfect competition	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
16	International factor movements	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam



17	Labour migration and foreign investment.	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
18	Labour migration and foreign investment.	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
19	Labour migration and foreign investment.	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
20	Trade policy	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
21	Various aspects of Trade policy	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
22	Trade policy and welfare with special reference to developing countries	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
23	Trade policy and welfare with special reference to developing countries	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
24	The international trading system	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
25	WTO and preferential trading agreements	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
26	WTO and preferential trading agreements	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
27	Overview of National Income	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
28	Review of national income	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
29	balance of payments accounting	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
30	balance of payments accounting	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
31	The foreign exchange market	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
32	The foreign exchange market	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
33	Exchange rate determination	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
34	Exchange rate determination	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
35	Open economy macro-economics	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
36	Determination of output	Flipped Classroom	BAE 401	Mid Terms, Quiz & EndSem Exam



37	interest rates and exchange rates in the long and short runs	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
38	interest rates and exchange rates in the long and short runs	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
39	Macro-economic policy in an open economy and international policy coordination	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
40	Macro-economic policy in an open economy and international policy coordination	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
41	Macro-economic policy in an open economy and international policy coordination	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
42	fixed exchange rates	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
43	fixed exchange rates	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
44	flexible exchange rates	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
45	flexible exchange rates	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
46	International monetary institutions and issues	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
47	International monetary institutions and issues	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
48	IMF	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
49	IMF	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
50	Currency crises	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
51	Currency crises	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
52	Stabilization and other contemporary issues.	Flipped Classroom	BAE 401	Mid Terms, Quiz & End Sem Exam
53	Debriefings/Quiz/Revision Module	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
54	Debriefings/Quiz/Revision Module	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
55	Debriefings/Quiz/Revision Module	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam
56	Debriefings/Quiz/Revision Module	Lecture+ PPT	BAE 401	Mid Terms, Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE401.1	Understand the nature and scope of international economics, explain the Ricardo's theory of international trade	1		1			3		3		
BAE401.2	Explain the different concepts of terms of trade. Explain the structure of BOP, disequilibrium in BOP, causes of disequilibrium	3	1			1		2			3

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –IV.) 2023-24						
Class: BA(H) Economics (IV SEM)						
Subject Name: BAE : 401 International Economics		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Interpret the major subject matter of international economics such as Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Discuss the terms of trade, immiserating growth, and the transfer problem. At the same time analysis, the new trade theories: economies of scale and imperfect competition international factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.</p> <p>CO2: Evaluate the national income and balance of payments accounting. Understand the foreign exchange market and exchange rate determination. Factors of Open economy macro-economics and discuss the determination of output, interest rates and exchange rates in the long and short runs. Also go through the major macro-economic policy in an open economy and international policy coordination: fixed and flexible</p>						



exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain nature and scope of international economics	3
CO1	Q.2a	Explain Ricardo's theory for international trade	3
	Q.2b	Explain terms- national income and balance of payments	3
CO1	Q.3	Explain different types of exchange rates	6
CO2	Q.4	Explain basic nature and reasons of labour migration	3
CO2	Q.5a	Write a note of interest and exchange rates in brief	3
	Q.5b	Explain Heckscher-Ohlin model in macroeconomics	3
CO2	Q 6	Write a note on international economic institutions	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	4th Semester
Subject Code	BAE 401
Subject Name	International Economics
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
IV SEM	BAE 402	3	2	3	3	3	-	1	-	-	-





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course: Business Information & Data Base System
Course Code: BAE 402, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name:

A. Introduction:

This subject aims at providing the basic knowledge on Business information and Data Base System. To enable students to gain knowledge on effectiveness and efficiency of information systems in business functions. To develop skills on internet, communication channels and communication network

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 402.1 Describe the ideas of Business information and Data base system.

BAE 402.2 Apply various strategies using information systems.

BAE 402.3 Apply the Information systems in Business functions.

BAE 402.4 Describe the Data warehouse and Data mining concepts.

BAE 402.5 Develop skills on internet and communication network.

C. Programme Outcomes:

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

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

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

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



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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Business Information Systems- Meaning and Evolution- Types- System Concepts- Components- Information System Activities.

Module II: Strategies, Uses of Information Systems - Strategy and Strategic Moves- Achieving Competitive Advantage.



Module III: Information System in Business Function- Effectiveness and Efficiency- Manufacturing and Inventory Control- Enterprise and Re- source Planning.

Module IV: Database Management- Foundation Data Concepts- Database Management Approach- Types of Database.

Module V: Data Warehouses - Data Mining - Databases on the Web knowledge Management- Internet communication channels and communication networks

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Brien James A. - Management Information System.
- Economics of Operational Analyses- Willam J. Bamoul

References:

- Sen- Management Information System.
- Lucas- Management Information System.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1-2	Business Information Systems- Meaning and Evolution-	Lecture	BAE402.1	Mid Term-1, Quiz & End Sem Exam
3-4	Types- System Concepts- Components-	Lecture	BAE402.1	Mid Term-1, Quiz & End Sem Exam
5-6	Information System Activities.	Lecture	BAE402.1	Mid Term-1, Quiz & End Sem Exam
7-8	Strategies,	Lecture	BAE402.2	Mid Term-1, Quiz & End Sem Exam
9-10	Uses of Information Systems -	Lecture	BAE402.2	Mid Term-1, Quiz & End Sem Exam
11-12	Strategy and Strategic Moves-	Lecture	BAE402.2	Mid Term-1, Quiz & End Sem Exam
13-14	Achieving Competitive Advantage.	Lecture	BAE402.2	Mid Term-1, Quiz & End Sem Exam
15-16	Information System in Business Function-	Lecture	BAE402.1	Mid Term-1, Quiz & End Sem Exam
17-18	Effectiveness and Efficiency-	Lecture	BAE402.3	Mid Term-1, Quiz & End Sem Exam



19-20	Manufacturing and Inventory Control-	Lecture	BAE402.3	Mid Term-1, Quiz & End Sem Exam
21-22	Enterprise and Resource Planning.	Lecture	BAE402.3	Mid Term-1, Quiz & End Sem Exam
23-24	Introduction to Database Management-	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
25-26	Foundation Data Concepts-	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
27-28	Database Management Approach-	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
29-30	Types of Database	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
31-32	Data Warehouses -	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
33-34	Data Mining -	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
35-36	Databases on the Web knowledge Management-	Lecture	BAE402.4	Mid Term-1, Quiz & End Sem Exam
37-38	Internet communication channels and communication networks.	Lecture	BAE402.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUT-COMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE402.1	Describe the ideas of Business information and Data base system.									1	
BAE402.2	Apply various strategies using information systems.	3							1		
BAE402.3	Apply the Information systems in Business Functions.	2	3								
BAE402.4	Describe the Data warehouse and Data mining concepts.	2	3					2			
BAE402.5	Develop skills on internet and communication network.	3	2	2	1	1					



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –IV) 2023-24						
Class: BA(H) Economics (IV SEM)						
Subject Name: BAE 402: Business Information & Data Base System			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5		
Student will be able to CO1: Describe the ideas of Business information and Data base system. CO2: Apply various strategies using information systems. CO3: Apply the Information systems in Business Functions. CO4: Describe the Data warehouse and Data mining concepts CO5: Develop skills on internet and communication network						
CO Map	Question No.	Question				Marks
CO1	Q.1	Describe the ideas of Business information and Data base system				6
CO2	Q.2	Apply various strategies using information systems.				6
CO3	Q.3	Apply the Information systems in Business Functions.				6
CO4	Q.4	Describe the Data warehouse and Data mining concepts				6
CO5	Q.5	Develop skills on internet and communication network				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	4th Semester
Subject Code	BAE 402
Subject Name	Business Information & Data Base System
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
IV SEM	BAE 403	3	3	2	3	2	2	3	2	1	2





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course: Principles of Management
Course Code: BAE403, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name:

A. Introduction:

The aim of the course is to provide a basis of understanding to the students with reference to working of business organization through the process of management. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE403.1. Knowledge of principles of management and Concept of management administration organisation.

BAE403.2. Understand the evaluation of various management thoughts.

BAE403.3. Understand various functions of management.

BAE404.4. Understand the complexities associated with management and recent trends

C. Programme Outcomes:

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

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

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

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



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

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

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

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

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

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

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Nature of Management

Meaning, Definition, it's nature purpose, importance & functions, Management as Art, Science & Profession- Management as Social System Concepts of management-Administration- Organization

Module II: Evolution of Management Thought

Contribution of F.W. Taylor, Henri Fayol, Iton Mayo, Chester Barhard & Peter Drucker to the management thought.

Various approaches to management (i.e. Schools of management thought) Indian Management Thought



Module III: Functions of Management

Planning - Meaning - Need & Importance, types levels – advantages & limitations. Forecasting - Need & Techniques
 Decision making - Types - Process of rational decision making & techniques of decision making, Organizing -
 Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation
 – Decentralization, Staffing - Meaning & Importance, Direction - Nature – Principles Communication - Types &
 Importance, Motivation - Importance – theories, Leadership - Meaning - styles, qualities & functions of leaders,
 Controlling - Need, Nature, importance, Process & Techniques, Coordination - Need – Importance

Module IV: Recent Trends in Management

Social Responsibility of Management – environment friendly management, Management of Change, Management of
 Crisis, Total Quality Management, Stress Management, International Management

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:**Text:**

- Principles of Management, by Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M. Parasad, Sultan Chand & Sons - New Delhi

References:

- Business Organization & Management - Dr. Y.K. Bhushan
- Management: Concept and Strategies by J. S. Chandan, Vikas Publishing

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1.	Nature of Management- Meaning, Definition, it's nature purpose	Lecture	BAE403.1	Mid Term-1, Quiz & End Sem Exam
2.	importance & functions, Management as Art, Science & Profession	Group Discussion	BAE403.1	Mid Term-1, Quiz & End Sem Exam
3.	importance & functions, Management as Art, Science & Profession	Lecture	BAE403.1	Mid Term-1, Quiz & End Sem Exam



4.	importance & functions, Management as Art, Science & Profession	Lecture	BAE403.1	Mid Term-1, Quiz & End Sem Exam
5.	Management as Social System	Lecture	BAE403.1	Mid Term-1, Quiz & End Sem Exam
6.	Concepts of management- Administration- Organization	Home Assignment	BAE403.1	Mid Term-1, Quiz & End Sem Exam
7.	Concepts of management- Administration- Organization	Lecture	BAE403.1	Mid Term-1, Quiz & End Sem Exam
8.	Evolution of Management Thought- Contribution of F.W. Taylor, Henri Fayol, Iton Mayo	Case Study	BAE403.2	Mid Term-1, Quiz & End Sem Exam
9.	Contribution of F.W. Taylor, Henri Fayol, Iton Mayo	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
10.	Contribution of F.W. Taylor, Henri Fayol, Iton Mayo	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
11.	Contribution of F.W. Taylor, Henri Fayol, Iton Mayo	Home Assignment	BAE403.2	Mid Term-1, Quiz & End Sem Exam
12.	Chester Barhard & Peter Drucker to the management thought.	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
13.	Chester Barhard & Peter Drucker to the management thought.	Group Discussion	BAE403.2	Mid Term-1, Quiz & End Sem Exam
14.	Chester Barhard & Peter Drucker to the management thought.	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
15.	Various approaches to management (i.e. Schools of management thought) Indian Management Thought	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
16.	Various approaches to management (i.e. Schools of management thought) Indian Management Thought	Lecture	BAE403.2	Mid Term-1, Quiz & End Sem Exam
17.	Various approaches to management (i.e. Schools of management thought) Indian Management Thought	Group Discussion	BAE403.2	Mid Term-1, Quiz & End Sem Exam
18.	Various approaches to management (i.e. Schools of management thought) Indian Management Thought	Case Study	BAE403.2	Mid Term-1, Quiz & End Sem Exam
19.	Functions of Management- Planning - Meaning - Need & Importance, types levels – advantages & limitations	Group Discussion	BAE403.3	Mid Term-1, Quiz & End Sem Exam
20.	Planning - Meaning - Need & Importance, types levels – advantages & limitations	Lecture	BAE403.3	Mid Term-1, Quiz & End Sem Exam
21.	Forecasting - Need & Techniques Decision making	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
22.	Forecasting - Need & Techniques Decision making	Group Discussion	BAE403.3	Mid Term-2, Quiz & End Sem Exam
23.	Types - Process of rational decision making & techniques of decision making	Home Assignment	BAE403.3	Mid Term-2, Quiz & End Sem Exam
24.	Types - Process of rational decision making & techniques of decision making	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
25.	Types - Process of rational decision making & techniques of decision making	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam



26.	Organizing - Elements of organizing & processes: Types of organizations	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
27.	Organizing - Elements of organizing & processes: Types of organizations	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
28.	Delegation of authority - Need, difficulties in delegation	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
29.	Decentralization	Group Discussion	BAE403.3	Mid Term-2, Quiz & End Sem Exam
30.	Staffing - Meaning & Importance	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
31.	Direction - Nature – Principles Communication	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
32.	Types & Importance, Motivation - Importance – theories, Leadership	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
33.	Types & Importance, Motivation - Importance – theories, Leadership	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
34.	Types & Importance, Motivation - Importance – theories, Leadership	Lecture	BAE403.3	Mid Term-2, Quiz & End Sem Exam
35.	Meaning - styles, qualities & functions of leaders	Home Assignment	BAE403.3	Mid Term-2, Quiz & End Sem Exam
36.	Meaning - styles, qualities & functions of leaders	Case Study	BAE403.3	Mid Term-2, Quiz & End Sem Exam
37.	Controlling - Need, Nature, importance, Process & Techniques	Lecture	BAE403.3	Quiz & End Sem Exam
38.	Controlling - Need, Nature, importance, Process & Techniques	Lecture	BAE403.3	Quiz & End Sem Exam
39.	Coordination - Need – Importance	Lecture	BAE403.3	Quiz & End Sem Exam
40.	Coordination - Need – Importance	Lecture	BAE403.3	Quiz & End Sem Exam
41.	Recent Trends in Management- Social Responsibility of Management	Lecture	BAE403.4	Quiz & End Sem Exam
42.	Social Responsibility of Management	Lecture	BAE403.4	Quiz & End Sem Exam
43.	Environment friendly management	Lecture	BAE403.4	Quiz & End Sem Exam
44.	Management of Change, Management of Crisis	Lecture	BAE403.4	Quiz & End Sem Exam
45.	Management of Change, Management of Crisis	Lecture	BAE403.4	Quiz & End Sem Exam
46.	Total Quality Management,	Lecture	BAE403.4	Quiz & End Sem Exam
47.	Stress Management	Lecture	BAE403.4	Quiz & End Sem Exam
48.	International Management	Lecture	BAE403.4	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

Course Outcome	Statement	Correlation with Programme Outcomes									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BBA403.1	Knowledge of principles of management and Concept of management administration organization.	3	1	1	-	3	2	-	-	1	1
BBA403.2	Understand the evaluation of various management thoughts	2	2	1	3	1	3	3	-	-	-
BBA403.3	Understand various functions of management.	3	3	1	3	3	1	2	1	-	-
BBA403.4	Understand the complexities associated with management and recent trends	3	1	-	1	3	1	3	2	1	1

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –IV.) 2023-24						
Class: BA(H) Economics (IV SEM)						
Subject Name: BAE 403 : Principles of Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 3, Q. 6	Q. 1	-	Q. 5	
Student will be able to						
CO 1: Knowledge of principles of management and Concept of management administration organization.						
CO 2: Understand the evaluation of various management thoughts.						
CO Map	Question No.	Question				Marks
CO 1	1.	Discuss the scope and nature of management.				5
CO 1	2.	Define Administration.				5
CO 1	3.	Evolution of Management				5
CO 2	4.	Explain the salient features of neo- classical theory of management with the human relations approach and behavioral science approach.				5
	5.	Discuss FW Taylor contribution to management.				5
CO 2	6.	Discuss Indian Management thoughts.				5



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	4th Semester
Subject Code	BAE 403
Subject Name	Principles of Management
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
IV SEM	BAE 404	2	1	2	2	3	1	2	-	-	1





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course: Comparative Economic Development (1850-1950)
Course Code: BAE404, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 2 nd Year
Faculty Name:

A. Introduction:

The main objective of this paper is to create awareness among the students about the Comparative Economic Development process in different countries like Britain, Germany, U.S.A., Japan and USSR from 1850 – 1950. The students will be able to learn and understand about the foreign trade and economic development in countries like Britain, Japan and USA. The students will be able to learn about the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. It aims to teach about labour markets and labour processes in Britain and Japan.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 404.1: Discuss Perspectives on Comparative Economic Development. Explain the features of and trends in Modern Economic Growth. Understand Kuznets' findings and understand and interpret Gerschenkron's hypothesis of Economic Development in Historical Perspective.

BAE 404.2: Understand the overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.

BAE 404.3 Understand and interpret the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.

BAE 404.4: Develop an understanding of the Labour markets and labour processes in Britain and Japan. They will learn about the financial institutions and economic development in Germany, U.S.A and Japan.



BAE 404.5: Understand and apply the concepts on Foreign trade and economic development -- Britain, Japan and USA. Understand the role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.

C. Programme Outcomes:

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

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

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

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

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

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

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

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



D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Perspectives on Comparative Economic Development (a) Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings (b) Gerashchenko's hypothesis of Economic Development in Historical Perspective.

Module II : An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.

Module III Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialization in Britain, Japan and U.S.S.R.

Module IV Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan

Module V Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:**Text:**

- Richard A. Easterlin, Davis and Parker (1972) American Economic Growth: An economist's History of the United States. Harper & Row Chs. 1, 9, 14 and 17.



- Maurice Dobb (1977), Soviet Economic Development since 1917 ed.6, Routledge & Kegan Paul, Chs. 9, 10
- Paul R Gregory and Robert C. Stuart (1986), Soviet Economic Structure and Performance, Harper & Row(3rd ed) Chs. 1, 4, 5 & 7.
- E.J. Hobsbawm (1968), Industry and Empire: An Economic History of Britain since 1750. Weidenfeld & Nicholson, Chs.1, 2, 3, 5, 6.
- Richard Tilly, "German Banking" in Journal of European Economic History, 1986, Vol. 15.

References:

- W.W. Lockwood (1966), Economic Development of Japan, Expanded edition, Princeton University Press, Chs.6,7 & 10
- Peter Mathias (1983), The First Industrial Nation, An Economic History of Britain, 1700- 1914. 2nd edn, Methuen Chs.1, 3, 8 and 15.
- Roderick Floud and D. McCloskey (ed) (1981), Economic History of Britain Since 1700, Cambridge University Press, (2nd ed) Ch. 12.
- T. Nakamura (1983) Economic Growth in Pre-War Japan, Tr. by Robert A Feldman, Yale University Press, Chs. 1, 2, 3, 5 and 6.
- Alec Nove (1969) An Economic History of USSR, Penguin, 1969, Chs.5,6,7,8

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Perspectives on Comparative Economic Development	Lecture+ PPT	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
2	Perspectives on Comparative Economic Development	Lecture+ PPT	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
3	Perspectives on Comparative Economic Development	Flipped Classroom	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
4	Perspectives on Comparative Economic Development	Lecture+ PPT	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
5	(a) Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings	Flipped Classroom	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
6	(a) Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings	Lecture+ PPT	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
7	(b) Gerashchenko's hypothesis of Economic Development in Historical Perspective	Lecture+ PPT	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
8	(b) Gerashchenko's hypothesis of Economic Development in Historical Perspective	Lecture	BAE 404.1	Mid Term-1, Quiz & End Sem Exam
9	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Flipped Classroom	BAE 404.2	Mid Term-1, Quiz & End Sem Exam



10	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
11	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Case Study	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
12	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
13	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
14	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
15	An overview of economic development of the countries selected for case studies-Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
16	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Flipped Classroom	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
17	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
18	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
19	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
20	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
21	An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.	Lecture+ PPT	BAE 404.2	Mid Term-1, Quiz & End Sem Exam
22	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Flipped Classroom	BAE 404.3	Mid Term-1, Quiz & End Sem Exam
23	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Flipped Classroom	BAE 404.3	Mid Term-2, Quiz & End Sem Exam



24	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Lecture+ PPT	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
25	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialization in Britain, Japan and U.S.S.R.	Lecture+ PPT	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
26	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Lecture+ PPT	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
27	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Flipped Classroom	BAE404.3	Mid Term-2, Quiz & End Sem Exam
28	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Flipped Classroom	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
29	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Lecture+ PPT	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
30	Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.	Lecture+ PPT	BAE 404.3	Mid Term-2, Quiz & End Sem Exam
31	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Mid Term-2, Quiz & End Sem Exam
32	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Mid Term-2, Quiz & End Sem Exam
33	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Mid Term-2, Quiz & End Sem Exam
34	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Quiz & End Sem Exam
35	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Quiz & End Sem Exam
36	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Flipped Classroom	BAE 404.4	Quiz & End Sem Exam
37	Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	Lecture+ PPT	BAE 404.4	Quiz & End Sem Exam
38	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam



39	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
40	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
41	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
42	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
43	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
44	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Lecture+ PPT	BAE 404.5	Quiz & End Sem Exam
45	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Flipped Classroom	BAE 404.5	Quiz & End Sem Exam
46	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Flipped Classroom	BAE 404.5	Quiz & End Sem Exam
47	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Flipped Classroom	BAE 404.5	Quiz & End Sem Exam
48	Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.	Flipped Classroom	BAE 404.5	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 404.1	Come to learn about the different perspectives on Comparative Economic Development	2	1	2	1	3	1	2	-	-	2
BAE 404.2	Come to learn about the overview of economic development of the countries selected for case studies-- Britain, Germany, U.S.A., Japan and USSR.	3	1	2	1	3	3	2	-	-	2
BAE 404.3	Come to know about the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialization in Britain, Japan and U.S.S.R.	3	2	2	3	3	1	2	3	1	3
BAE 404.4	Come to know about the labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan	2	3	1	2	3	2	2	-	-	1
BAE 404.5	and USA. Role of the State in economic development (regulatory and developmental role) - Japan, USA and USSR	2	3	1	2	2	2	2	-	-	2

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM IV) 2023-24						
Class: BA(H) Economics (IV SEM)						
Subject Name: BAE 404 : Comparative Economic Development (1850-1950)		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the different perspectives on Comparative Economic Development. CO2: Develop an overview of economic development of the countries selected countries -- Britain, Germany, U.S.A., Japan and USSR.						



CO Map	Question No.	Question	Marks
CO1	Q.1	Elaborate the process of Economic Development across the world.	3
CO1	Q.2a	Discuss Kuznet's findings.	3
	Q.2b	Draw a comparison of economic development in Britain and USA.	3
CO1	Q.3	Explain the Gerashchenko's hypothesis of Economic Development in Historical Perspective.	6
CO2	Q.4	Draw a comparison between the Economic Development in two European countries: Germany and Britain.	3
CO2	Q.5a	Explain the trends in Modern economic Growth.	3
	Q.5b	What are the features of Modern Economic Growth?	3
CO2	Q 6	Analyze the process of economic development in countries like Japan and USSR.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	4th Semester
Subject Code	BAE 404
Subject Name	Comparative Economic Development (1850-1950)
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



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

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

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

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
V S E M	BAE 501	3	3	3	2	3	2	1	3	2	-





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY BUSINESS SCHOOL
Course Handout
Course: Macroeconomics-II
Course Code: BAE 501, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

The course mainly aims to lead the students to a higher level of macroeconomics. It will deal with, New Keynesian models:- Keynesian & classical unemployment & structuralize macroeconomics.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 501.1: Analysis the classical analysis of the real sector, determination of employment, income and interest rate Golden rule of accumulation, impact of changes in saving propensity, population growth and technological Progress.

BAE 501.2: Interpret the Recent developments in macroeconomics, it focuses the light on Rational Expectations, real business cycle Lucas critique; policy ineffectiveness; time inconsistency; Dornbusch's overshooting model

BAE 501.3: Discuss on the New Keynesian Models and its implications on the Real and nominal price rigidity: menu costs; co-ordination failures; imperfect competition and Real and nominal wage rigidity: insider-outsider models; efficiency wages; implicit contracts.

BAE 501.4: Analysis the Non Walrasian Economics and Dual decision hypothesis; Keynesian and Classical unemployment.

BAE 501.5: Discuss on the Structuralist Macroeconomics and its models such as Closed and open economy structuralist models.

BAE 501.6: Exploring the Macroeconomics and various variables of macro economy such as Balance of Payments-- The current and capital account; Determining equilibrium output in an open economy; Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, effects of exchange rates on the economy.



C. Programme Outcomes:

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

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

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Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



E. Syllabus

Module I: INFLATION, UNEMPLOYMENT AND TRADE CYCLE

Inflation and its social costs; Causes and types of inflation; Unemployment- types of unemployment – Phillip’s Curve – Short run and long run – Trade Cycle – Meaning and Phases – Theories of Trade Cycle- Hicks, Hawtrey and Hayek. WPI, CPI, Core Inflation; Measures of Cyclical Variation in Output.

MODULE II - NEOCLASSICAL-KEYNESIAN SYNTHESIS OR THE IS – LM APPROACH

IS-LM Analytics, Definition and derivation of IS and LM curve as well as its slope and shifts. Algebraic derivation of the fiscal and monetary policy multiplier. Fiscal and monetary policy, crowding in and crowding out.

MODULE III - MONEY, PRICES AND INTEREST RATE

Money – Definition – Functions –Quantity Theory of Money – Cambridge Version – Liquidity Preference – Liquidity trap –Friedman’s Restatement of the Quantity Theory.

MODULE IV - MACROECONOMIC THEORY AFTER KEYNES

The New Classical Position: Keynesian Counter-critique, Rational Expectations Hypothesis; Business Cycle Theories: Multiplier-Accelerator Interaction Model, Real Business Cycle Theory, Political Business Cycle Model; New Keynesian Economics: Menu Cost Theory, Efficient-Wage Theory, Insider-Outsider Model and Hysteresis.

F. Examination Scheme:

Components	P0 (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Mankiw, N. (2018). Principles of Macroeconomics, 7th ed. Cengage.
- Froyen, Richard T (2006) Chapter on the Keynesian System (II): Money, Interest and Prices and The Keynesian System (III): Policy Effects in IS-LM model

References:

- Abel, A., Bernanke, B. (2016). Macroeconomics, 8th ed. Pearson Education.
- Dornbusch, R., Fischer, S., Startz, R. (2018). Macroeconomics, 12th ed. McGraw-Hill.
- N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.
- Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.
- Steven M. Sheffrin, Rational Expectations, Cambridge University Press, 2nd edition, 1996.



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of the Economy in the Long Run	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
2	Description of Real sector	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
3	The classical analysis of the real sector	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
4	Various parts of the classical analysis of the real sector	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
5	determination of employment	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
6	Components of Aggregate Demand in an Open Economy	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
7	Components of Aggregate Supply in an Open Economy	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
8	Consumption Function	Lecture	BAE 501	Mid Term-1, Quiz & End Sem Exam
9	Explanation of Income and interest rate	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
10	Component of Income	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
11	Component of Interest Rate	Case Study	BAE 501	Mid Term-1, Quiz & End Sem Exam
12	Golden rule of accumulation	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
13	Impact of changes in saving propensity	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
14	Impact of changes in saving propensity	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
15	Population growth and technological Progress	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
16	Population growth and technological Progress	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
17	Recent developments in macroeconomics	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
18	Recent developments in macroeconomics with some examples	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
19	Recent developments in macroeconomics	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
20	Recent developments in macroeconomics	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
21	real business cycle	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
22	real business cycle	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam



23	Lucas critique	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
24	policy ineffectiveness	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
25	time inconsistency	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
26	Dornbusch's overshooting model	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
27	Introduction of New Keynesian Models	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
28	Real and nominal price rigidity	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
29	Menu costs	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
30	Co-ordination failures	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
31	Imperfect competition	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
32	Real and nominal wage rigidity	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
33	Real and nominal wage rigidity	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
34	insider-outsider models	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
35	insider-outsider models	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
36	efficiency wages	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
37	efficiency wages	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
38	implicit contracts	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
39	implicit contracts	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
40	Overview of Non Walrasian Economics	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
41	Dual decision hypothesis	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
42	Dual decision hypothesis in light of recent decisions	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
43	Keynesian unemployment	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
44	Principles of Keynesian Unemployment	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
45	Application of Keynesian unemployment	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
46	Classical unemployment	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam



47	Causes of Classical unemployment	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
48	Closed economy structuralist models	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
49	open economy structuralist models	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
50	open economy structuralist models	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
51	Balance of Payments	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
52	The current and capital account	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
53	Determining equilibrium output in an open economy	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
54	Open economy with flexible exchange rates	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
55	Open economy with flexible exchange rates	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
56	Markets for foreign exchange	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
57	Markets for foreign exchange	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam
58	Factors affecting exchange rates	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
59	effects of exchange rates on the economy	Flipped Classroom	BAE 501	Mid Term-1, Quiz & End Sem Exam
60	effects of exchange rates on the economy	Lecture+ PPT	BAE 501	Mid Term-1, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 501.1	Come to know the Major features of the Economy in the Long Run	2	-	3	-	1					
BAE 501.2	Understand the Recent developments in macroeconomics	3	1	2	1	-					
BAE 501.3	Know about the New Keynesian Models	1	2	-	1	2		3	2	1	
BAE 501.4	Discuss the Non Walrasian Economics and hypothesis	3	1	1	2	2					
BAE 501.5	Closed and open economy structuralist models.	1	2	1	2	-	2	1	2		
BAE 501.6	Exploring the Macroeconomics of an Open Economy	-	-	3	2	1					



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –V.) 2023-24						
Class: BA(H) Economics (V SEM)						
Subject Name: BAE 501 : Macroeconomics-II			Time: 1.30 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to						
CO1: what do you understand by the Economy in the Long Run? Explain the classical analysis of the real sector.						
CO2: Explain the Dornbusch's overshooting model of macroeconomics.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Give the overview of real sector economy.				3
CO1	Q.2a	What are the determinations of employment?				3
	Q.2b	Explain real business cycle.				3
CO1	Q.3	Explain various recent developments in macroeconomics.				6
CO2	Q.4	Identify the Real and nominal price rigidity.				3
CO2	Q.5a	What are the major impacts of changes in saving propensity?				3
	Q.5b	What are the various Trends of time inconsistency in macroeconomic aggregates? Explain in short.				3
CO2	Q.6	Discuss the Indian income and interest rate and its Golden rule of accumulation growth and development?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	5th Semester
Subject Code	BAE 501
Subject Name	Macroeconomics-II
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

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

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

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

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

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

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

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

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

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



[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
V S E M	BAE 503	3	2	3	3	3	-	1	-	-	-





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Money and Financial Markets
Course Code: BAE 503, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

The main objective of the course is to impart knowledge about money & financial markets, financial instruments & money; Demand for & Supply of money, financial deepening etc.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 503.1: Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market

BAE 503.2: Understand Monetary aggregates and central banking functions.

BAE503.3: Analyse theories of interest rates in closed and open economy.

BAE503.4: Will understand about various forms of market and instruments.

BAE503.5: Get insights about monetary policy and its instruments.

BAE503.6: Understand international financial market and financial reforms.

C. Programme Outcomes:

[PO.1]. The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

[PO.2]. The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.



[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

PROGRAMME SPECIFIC OUTCOMES (PSO's)

PSO 1: To enable the disciplinary knowledge among students for demonstrating comprehensive knowledge and understanding of the business and economic disciplines that are an integral part of this course.

PSO 2: To develop strong competencies in under graduate level students in broad fields of Economics and its applications in an interactive environment

PSO 3: To appraise the communication skill to develop the ability to express thoughts and ideas effectively in writing and orally; confidently share their views; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner using appropriate software.

PSO4: To develop strong student skills in simulation, data analysis, and interpretation.

PSO5: To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

PSO6: To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

PSO7: To prepare students for the develop a sense of inquiry and capability for asking relevant/appropriate questions, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and effect relationships; ability to plan, execute and report the results of an experiment or investigation

PSO8: To structuring leadership qualities for enabling the practical capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PSO9: To enable students to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PSO 10: To develop the ability of team work to cooperate effectively and respectfully with teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team. Thereby, they would develop the skills to work in similar corporate team's projects.



D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Money in the Financial System - Money and its functions; financial markets, financial instruments and money; Demand for money -- various approaches, Money and Capital market, Financial deepening.

Module II: Money Supply Analysis- Theory of money supply; money multiplier analysis; monetary aggregates; monetary aggregates in India; financial innovations .Central Bank's Functions, Reserve/High Powered Money. Monetary Survey and Central Bank's Balance sheet.

Module III: Analysis of Interest Rates Interest rates in closed and open economies; Theories of term structure

Module IV: Financial Markets- Banking system, bond market, foreign exchange market, equity market, Introduction to the concept of Derivatives Futures, Options, Call/Put.

Module V: Monetary Policy- Goals, targets, indicators and the transmission mechanism; instruments of monetary policy

Module VI: Monetary Management in an Open Economy

International capital markets, portfolio diversification; the international monetary system; monetary policy in India's open economy; financial sector reforms in India. The Narasimham Committee Report.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70



G. Suggested Text/Reference Books:

Text:

- M.R. Baye, D.W. Jansen (1996), *Money Banking and Financial Markets*, AITBS, (Indian Edition)W.S. Baumol, 'Economic Theory and Operational Analysis', Prentice hall
- L.M. Bhole (1999), *Financial Institutions and Markets*, Tata Mcgraw Hill

References:

- M.K. Lewis (2000), *Monetary Economics*, OUP
- Maurice Levi (1999), *International Finance*, Tata McGraw Hill
- R.B.I. *Bulletin, Annual Report; Report on Currency and Finance*
- R.B.I. - Report of the Committee on the Financial System (Narasimham Committee Report I)

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Money in the Financial System Money and its functions	Lecture+ PPT	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
2	financial markets, financial instruments and money	Lecture+ PPT	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
3	financial markets, financial instruments and money	Flipped Classroom	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
4	; Demand for money -- various approaches	Flipped Classroom	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
5	Money and Capital market	Flipped Classroom	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
6	Money and Capital market	Lecture	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
7	Financial deepening.	Lecture + PPT	BAE 503.1	Mid Term-1, Quiz & End Sem Exam
8	Money Supply Analysis Theory of money supply	Lecture+ PPT	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
9	money multiplier analysis	Lecture + PPT	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
10	money multiplier analysis	Lecture +PPT	BAE503.2	Mid Term-1, Quiz & End Sem Exam
11	monetary aggregates; monetary aggregates in India;	Lecture + PPT	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
12	monetary aggregates; monetary aggregates in India;	Lecture + PPT	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
13	monetary aggregates; monetary aggregates in India;	Lecture + PPT	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
14	financial innovations	Lecture + PPT	BAE 503.2	Mid Term-1,



				Quiz & End Sem Exam
15	Central Bank's Functions, Reserve/High Powered Money	Flipped classroom method	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
16	Central Bank's Functions, Reserve/High Powered Money	Flipped classroom method	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
17	Central Bank's Functions, Reserve/High Powered Money	Flipped classroom method	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
18	Monetary Survey and Central Bank's Balance sheet	Flipped classroom method	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
19	Monetary Survey and Central Bank's Balance sheet	Lecture	BAE 503.2	Mid Term-1, Quiz & End Sem Exam
20	Analysis of Interest Rates Interest rates in closed and open economies	Lecture	BAE 503.3	Mid Term-1, Quiz & End Sem Exam
21	Interest rates in closed and open economies	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
22	Interest rates in closed and open economies	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
23	Interest rates in closed and open economies -	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
24	Interest rates in closed and open economies	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
25	Theories of term structure	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
26	Theories of term structure	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
27	Theories of term structure	Lecture	BAE 503.3	Mid Term-2, Quiz & End Sem Exam
28	: Financial Markets: Banking system	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
29	bond market, foreign exchange market	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
30	bond market, foreign exchange market	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
31	equity market	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
32	Introduction to the concept of Derivatives	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
33	Futures, Options, Call/Put.	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
34	Futures, Options, Call/Put.	Lecture	BAE 503.4	Mid Term-2, Quiz & End Sem Exam
35	Monetary Policy Goals, targets, indicators and the transmission mechanism	Lecture	BAE 503.5	Mid Term-2, Quiz & End Sem Exam
36	Goals, targets, indicators and the transmission mechanism	Lecture	BAE 503.5	Mid Term-2, Quiz & End Sem Exam
37	Goals, targets, indicators and the transmission mechanism	Lecture	BAE 503.5	Quiz & End Sem Exam
38	instruments of monetary policy	Lecture	BAE	Quiz & End Sem



			503.5	Exam
39	instruments of monetary policy	Lecture	BAE 503.5	Quiz & End Sem Exam
40	Monetary Management in an Open Economy International capital markets,	Lecture	BAE 503.6	Quiz & End Sem Exam
41	portfolio diversification	Lecture	BAE 503.6	Quiz & End Sem Exam
42	the international monetary system	CASE STUDY	BAE 503.6	Quiz & End Sem Exam
43	monetary policy in India's open economy	CASE STUDY	BAE 503.6	Quiz & End Sem Exam
44	monetary policy in India's open economy	CASE STUDY	BAE 503.6	Quiz & End Sem Exam
45	financial sector reforms in India	CASE STUDY	BAE503.6	Quiz & End Sem Exam
46	financial sector reforms in India	Lecture+ PPT	BAE503.6	Quiz & End Sem Exam
47	financial sector reforms in India	Lecture+ PPT	BAE503.6	Quiz & End Sem Exam
48	The Narasimham Committee Report.	Lecture+ PPT	BAE 503.6	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 503.1:	Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market	3	-	2	2	3	-	-	-	2	2
BAE 503.2	Understand Monetary aggregates and central banking functions.	3	2	-	-	2	2	-	1	2	1
BAE 503.3	Analyse theories of interest rates in closed and open economy	3	1	1	2	3	1	-	2	3	-
BAE 503.4	Will understand about various forms of market and instruments.	3	3	2	2	1	1	3	2	1	-
BAE 503.5	Get insights about monetary policy and its instruments.	3	2	1	3	2	1	1	2	3	2
BAE 503.6	Understand international financial market and financial reforms.	2	3	2	1	1	3	1	2	3	2



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –V) 2023-24						
Class: BA(H) Economics (V SEM)						
Subject Name: BAE 503 : Money and Financial Markets		Time: 1.3 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.4	Q.5(a)	Q.5(b),6		
CO Map	Question No.	Question				Marks
CO1	Q.1	Define money and explain its function				3
CO1	Q.2a	What do you understand by money multiplier				3
	Q.2b	Define High-powered money				3
CO1	Q.3	Explain Interest rates in closed economy				6
CO2	Q.4	Explain call option				3
CO2	Q.5a	Elaborate monetary policy				3
	Q.5b	Explain 3 quantitative technique of monetary policy.				3
CO2	Q.6	Explain in brief major financial sector reforms in India				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	5th Semester
Subject Code	BAE 503
Subject Name	Money and Financial Markets
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service- learning and formulate constructive ways of engaging with different communities



[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
V S E M	BAE 504	2	1	-	2	1	-	-	-	-	-





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Business Environment
Course Code: BAE504, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

To develop your capacity to think strategically about a company, its business position, how it can develop a sustainable competitive advantage and how its strategy can be implemented and executed successfully. To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment. To integrate the knowledge gained in earlier courses in order to achieve sound strategic options, evaluate action alternatives, assess its business risk and create action oriented plans.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 504.1: Find out the Historical and Social Roots of Indian Business Environment At the same time Evaluate the market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy

BAE 504.2: Interpret the evolution of Politico-Economic Ideology in the Post-Independence period also understand the Determinants of economic growth: Role of Institutions and Geography-India's development strategy and economic Performance-Corporate social responsibility

BAE 504.3: Analysing the Economic and social transformation in the planning period and implications for business Industrial climate - perspective - Industrial Policy

BAE 504.4: Understand the International Business Environment and its theories of Comparative Advantage -



Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis

BAE 504.5: Interpret the Change in the Indian Business Environment: Economic Reform in India Forces of globalization: effects on India

BAE 504.6: Discuss on the Implication of Globalization for Indian Business Agreement establishing the WTO --- India's patent policy and TRIPs

C. Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.



D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Historical and Social Roots of Indian Business Environment

Evolution of market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy

Module II: Evolution of Politico-Economic Ideology in the Post-Independence period

Determinants of economic growth: Role of Institutions and geography-India's development strategy and economic performance-Corporate social responsibility

Module III: Economic and social transformation in the planning period and implications for business

Industrial climate - perspective - Industrial Policy

Module IV: International Business Environment

Theories of Comparative Advantage - Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis

Module V: Change in the Indian Business Environment: Economic Reform in India

Forces of globalization: effects on India

Module VI: Implication of Globalization for Indian Business

Agreement establishing the WTO --- India's patent policy and TRIPs

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70



G. Suggested Text/Reference Books:

- Sundaram, A.K. and J.S. Black, The International Business Environment (IBE), Prentice Hall, New Delhi

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Historical and Social Roots of Indian Business Environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
2	Historical and Social Roots of Indian Business Environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
3	Evolution of market economy in India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
4	Evolution of market economy in India	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
5	Comparison between Planned economy and market economy	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
6	Socialist system and market economy	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
7	Socialist system and market economy	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
8	Evolution of Politico- Economic Ideology in the Post-Independence period	Lecture	BAE 504	Mid Term-1, Quiz & End Sem Exam
9	Evolution of Politico- Economic Ideology in the Post-Independence period	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
10	Determinants of economic growth	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
11	Determinants of economic growth	Case Study	BAE 504	Mid Term-1, Quiz & End Sem Exam
12	Role of Institutions and geography	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
13	Role of Institutions and geography	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
14	India's development strategy and economic performance	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
15	India's development strategy and economic performance	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
16	Corporate social responsibility	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
17	Characteristics of Corporate social responsibility	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
18	Importance of Corporate social responsibility	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam



19	Economic and social transformation in the planning period	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
20	Main implications of Economic and social transformation in the planning period	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
21	Main implications of Economic and social transformation in the planning period	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
22	implications for business	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
23	implications for business	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
24	Industrial climate - perspective	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
25	Changes under Industrial climate	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
26	Reasons od changes Industrial climate	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
27	Industrial Policy	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
28	Industrial Policy	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
29	International Business Environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
30	International Business Environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
31	Theories of Comparative Advantage	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
32	Theories of Comparative Advantage	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
33	Foreign Exchange: The International Payments Process	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
34	Foreign Exchange: The International Payments Process	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
35	Foreign Exchange: The International Payments Process	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
36	Globalization in China and India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
37	Globalization in China and India	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
38	Globalization in China and India	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
39	A comparison - International Business	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
40	A comparison - International Business	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
41	Trading and regulatory environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
42	Trading and regulatory environment	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam



43	Country risk analysis	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
44	Country risk analysis	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
45	Change in the Indian Business Environment: Economic Reform in India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
46	Change in the Indian Business Environment: Economic Reform in India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
47	Change in the Indian Business Environment: Economic Reform in India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
48	Forces of globalization:effects on India	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
49	Forces of globalization:effects on India	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
50	Implication of Globalization for Indian Business	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
51	Implication of Globalization for Indian Business	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
52	Overview of WTO	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
53	Agreement establishing the WTO	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
54	Agreement establishing the WTO	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
55	India's patent policy and TRIPs	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
56	Forces of globalization:effects on India	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
57	Foreign Exchange: The International Payments Process	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam
58	Revision of Module 1	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
59	Revision of Module 2	Flipped Classroom	BAE 504	Mid Term-1, Quiz & End Sem Exam
60	Revision of Module 3	Lecture+ PPT	BAE 504	Mid Term-1, Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 504.1	Come to know about the Major features of Historical and Social Roots of Indian Business Environment	3	2	2	2	1					
BAE 504.2	Understand the Evolution of Politico- Economic Ideology in the Post- Independence period	2	1	2	2	-					
BAE 504.3	Know about the Economic and social transformation in the planning period and implications for business	2	1	2	-	1			2		1
BAE 504.4	Find out the International Business Environment	2	3	1	1	-		3			
BAE 504.5	Get to know about the Change in the Indian Business Environment: Economic Reform in India	2	1	2	-	1	1			2	
BAE 504.6	Discuss on the Implication of Globalization for Indian Business	1	2	2	-	-			3		1

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM -V) 2023-24						
Class: BA(H) Economics (V SEM)						
Subject Name: BAE 504 : Business Environment		Time: 1.3 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a),	2(b), Q.3,		Q.2,5,6	Q.4	
Student will be able to						
CO1: Interpret and understand the major features of Evolution of market economy in India - Comparison between Planned economy and market economy.						
CO2: Identify the various Role of Institutions and geography-India's development strategy.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Give the overview of Historical and Social Roots of Indian Business Environment.				3
CO1	Q.2a	Illustrate the difference between Planned economy and market economy.				3
	Q.2b	Explain any two major difference between Socialist system and market economy				3
CO1	Q.3	Explain the Historical and Social Roots of Indian Business Environment in detail.				6



CO2	Q.4	Identify the various Determinants of economic growth.	3
CO2	Q.5a	What do you understand by Role of Institutions in Indian economy?	3
	Q.5b	Discuss about the Corporate social responsibility. Explain in short.	3
CO2	Q 6	Explain the Evolution of Politico-Economic Ideology in the Post-Independence period in detail.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	5th Semester
Subject Code	BAE 504
Subject Name	Business Environment
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders



[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service- learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “ - ”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
V S E M	BAE 505	3	2	3	3	3	-	1	-	-	-





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Strategic Management
Course Code: BAE505, Credits: 04, Session :2023-24 (Odd Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

The objective of this course is to develop an understanding of:

- The integrative role of all areas of management in business.
- The prescriptive and descriptive ideas of theorist's practitioners and researchers in the field.
- The principles of management and their relevance in business.
- The methods and techniques of strategic choice and strategic implementation over different industries
- Measurement of performance in various business and effect of strategies
- Difference between traditional and contemporary business management

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 505.1: Understand the concept, evaluation and types of strategy.

BAE 505.2: Understand Mission, Vision statement and environmental analysis.

BAE 505.3: Develop an in-depth understanding about strategic choice.

BAE 505.4: Learn about offensive and defensive strategies in different industry scenario.

BAE 505.5 Develop an understanding about strategic implementation in organization

C. Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.



[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction

Concept of Planning, Evolution of Strategic Management, Corporate Strategy, Patterns of Strategy Development, Levels of Strategy, Competitive scope and value chain

Module II: Strategic Analysis



Mission, Vision and Business Definition, Environmental Threat and Opportunity Profile (ETOP), Industry Analysis, Strategic Advantage Profile (SAP), Competitor analysis, market analysis, environmental analysis and dealing with uncertainty, scenario analysis and SWOT Analysis.

Module III: Strategic Choice

Traditional Approach - Strategic Alternatives, Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix, Basis of Choice; Michael Porter's Approach - Generic competitive strategies, Cost advantage, differentiation, technology and competitive advantage, substitution, competitor, complementary products and competitive advantage, strategic vision vs. strategic opportunism, Coevolving and patching.

Module IV: Offensive and Defensive Competitive Strategies

Industry scenarios, advantages and disadvantages of defensive strategies, advantages and disadvantages of offensive strategies.

Module V: Strategic Implementation

Operationalizing Strategy, Institutionalizing Strategy, Strategic Control, Balanced Scorecard – Concepts and applications in strategy implementation.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Azhar Kazmi, Business Policy and Strategic Management, 2nd Edition, Tata McGraw Hill.
- Kaplan Robert & Norton David P., 2001, Strategic Focused Organization, 1st Ed., Harvard Business School Press.

References:

- Pearce John A & Robinson R B, 1977, Strategic Management: Strategy Formulation and Implementation, 3rd Ed., A.I.T.B.S. Publishers & Distributors.
- Aaker David, Strategic Market Management, 8th Ed., John Wiley and Sons
- Regular reading of all latest Business Journals: HBR, Strategist, Business World, Business India, Business Today.
- Porter Michael, Competitive Advantage: Creating and sustaining superior performance, Free press.
- Thomson & Strickland, Business Policy and Strategic Management, 14th Ed., Tata Mc Graw Hill



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction Concept of Planning, Evolution of Strategic Management	Lecture+ PPT	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
2	Concept of Planning, Evolution of Strategic Management	Lecture+ PPT	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
3	Corporate Strategy, Patterns of Strategy Development	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
4	Corporate Strategy, Patterns of Strategy Development	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
5	Levels of Strategy	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
6	Competitive scope and value chain	Lecture	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
7	Competitive scope and value chain	Lecture + PPT	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
8	Mission, Vision and Business Definition	Lecture+ PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
9	Mission, Vision and Business Definition	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
10	Environmental Threat and Opportunity Profile (ETOP),	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
11	Environmental Threat and Opportunity Profile (ETOP),	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
12	Industry Analysis, Strategic Advantage Profile (SAP)	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
13	Industry Analysis, Strategic Advantage Profile (SAP)	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
14	Industry Analysis, Strategic Advantage Profile (SAP)	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
15	Competitor analysis, market analysis	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
16	Competitor analysis, market analysis	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
17	environmental analysis and dealing with uncertainty	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
18	environmental analysis and dealing with uncertainty	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
19	scenario analysis and SWOT Analysis.	Lecture	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
20	scenario analysis and SWOT Analysis	Lecture	BAE 505.2	Mid Term-1, Quiz & End Sem Exam



				Exam
21	Strategic Choice Traditional Approach - Strategic Alternatives	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
22	Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
23	Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
24	Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
25	Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
26	Basis of Choice; Michael Porter's Approach - Generic competitive strategies	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
27	Basis of Choice; Michael Porter's Approach - Generic competitive strategies	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
28	Basis of Choice; Michael Porter's Approach - Generic competitive strategies	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
29	Cost advantage, differentiation, technology and competitive advantage	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
30	Cost advantage, differentiation, technology and competitive advantage	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
31	substitution, competitor, complementary products and competitive advantage	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
32	substitution, competitor, complementary products and competitive advantage	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
33	substitution, competitor, complementary products and competitive advantage	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
34	strategic vision vs. strategic opportunism, Coevolving and patching.	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
35	strategic vision vs. strategic opportunism, Coevolving and patching.	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
36	Offensive and Defensive Competitive Strategies Industry scenarios, advantages and disadvantages of defensive strategies	Lecture	BAE 505.4	Mid Term-2, Quiz & End Sem Exam
37	Industry scenarios, advantages and disadvantages of defensive strategies	Lecture	BAE 505.4	Quiz & End Sem Exam



38	Industry scenarios, advantages and disadvantages of defensive strategies	Lecture	BAE 505.4	Quiz & End Sem Exam
39	advantages and disadvantages of offensive strategies.	Lecture	BAE 505.4	Quiz & End Sem Exam
40	Strategic Implementation Operationalizing Strategy	Lecture	BAE 505.5	Quiz & End Sem Exam
41	Institutionalizing Strategy	Lecture	BAE 505.5	Quiz & End Sem Exam
42	Institutionalizing Strategy	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
43	Strategic Control, Balanced Scorecard	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
44	Strategic Control, Balanced Scorecard Strategic Control, Balanced Scorecard	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
45	Strategic Control, Balanced Scorecard	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
46	Concepts and applications in strategy implementation.	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam
47	Concepts and applications in strategy implementation.	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam
48	Concepts and applications in strategy implementation.	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE505.1	Understand the concept, evaluation and types of strategy	3	-	2	2	3	-	-	-	2	2
BAE505.2	Understand Mission, Vision statement and environmental analysis.	3	2	-	-	2	2	-	1	2	1
BAE505.3	Develop an in- depth understanding about strategic choice	3	1	1	2	3	1	-	2	3	-
BAE 505.4:	.Learn about offensive and defensive strategies in different industry scenario	3	3	2	2	1	1	3	2	1	-
BAE 505.5	Develop an understanding about strategic implementation in organization	3	3	1	2	1	2	3	1	2	2



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –V) 2023-24						
Class: BA(H) Economics (V SEM)						
Subject Name: BAE 505 : Strategic Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.4	Q.55(a)	Q.5(b),6		
<p>Student will be able to</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2: Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the concept of planning				3
CO1	Q.2a	State an example of Mission statement				3
	Q.2b	State an example of Vision statement				3
CO1	Q.3	Explain BCG Matrix				6
CO2	Q.4	Explain competitor analysis				3
CO2	Q.5a	Explain defensive strategy				3
	Q.5b	Explain offensive strategy				3
CO2	Q.6	Explain the concept and application of balance scorecard.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	5th Semester
Subject Code	BAE 505
Subject Name	Strategic Management
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders



[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service- learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
VI S E M	BAE 602	3	2	3	3	3	-	1	-	-	-





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Economic Growth and Development
Course Code: BAE 602, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

This course will enable the students to acquire advanced knowledge as to how policies facilitate the economic growth and development in advanced countries. It also enables the students to understand important growth models and help them to familiarize with factors that contribute to economic growth. It will provide a strong knowledge base on India's economy both during pre and post reform periods and help in developing a critical study on recent development in the Indian Economy in the context of the world economic scenario

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 602.1: Understand the concept of economic growth, development, and sustainable development.

BAE 602.2: Develop understanding about various theories of growth.

BAE 602.3: learn about the doctrine of growth and short term and long-term growth models.

BAE 602.4: Learn about Multinational cooperation and India's. Balance of Payment.

BAE 602.5 Develop an understanding about New economic policy and structural change.

C. Programme Outcomes:

[PO.1]. The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

[PO.2]. The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective



managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

PROGRAMME SPECIFIC OUTCOMES (PSO's)

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%



E. Syllabus

Module I

Economic growth, Economic Development and sustainable Development – Measurement of Development: Conventional, HDI and Physical Quality of life Index (PQLI) – Factors Determining Economic development – Obstacles of Economic development: vicious circle of poverty.

Module II

Growth Theories-Adam Smith-Ricardo-Malthus- Karl Marx-Schumpeter's theory of Development-Keynes-Rostow's stages of Economic Growth-Big Bush theory.

Module III

Doctrine of balanced growth-Concept of unbalanced growth-Dualistic theories-Myrdal theory- Growth Models-Harrod- Domar – Joan Robinson's model of capital accumulation-Meade's neoclassical model-Solow Model of Long Run Growth- Kaldor's model of growth-Models of Technical Change – Mahalanobis Model.

Module IV

Economic planning-Planning process in a mixed economy-Growth Models in Indian Planning- Need for Foreign Capital- Forms of Foreign Capital-Multinational Corporations and foreign collaborations – India's Balance of Payments.

Module V

Current Economic Issues- New Economic Policies since 1980-Privatisation: Policies and practices-Deregulations and Delicensing – Globalisation – Public Sector Disinvestments- Liberal foreign trade regime – WTO - Structural adjustments in the Indian Economy.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- R.C. Agarwal and M.L. Seth: Economic of Development and Planning, Lakshmi Narain Agarwal, Agra.
- A.N. Agarwal and Kundanlal: Economics of Development and Planning, Vikas Publishing House Pvt Ltd.

References:

- The Economics of Development and Planning (with special reference to India) Vani education books.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Economic growth, Economic Development and sustainable Development	Lecture+ PPT	BAE505.1	Mid Term-1, Quiz & End Sem Exam



2	Economic growth, Economic Development and sustainable Development	Lecture+ PPT	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
3	Measurement of Development: Conventional	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
4	HDI and Physical Quality of life Indies (PQLI)	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
5	HDI and Physical Quality of life Indies (PQLI)	Flipped Classroom	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
6	Factors Determining Economic development	Lecture	BAE 505.1	Mid Term-1, Quiz & End Sem Exam
7	Obstacles of Economic development	Lecture + PPT	BAE 505.1	Mid Term-1, Quiz & End SemExam
8	Vicious circle of poverty.	Lecture+ PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
9	Module II Growth Theories-Adam Smith-Ricardo-Malthus	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
10	Growth Theories-Adam Smith-Ricardo-Malthus	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
11	Growth Theories-Adam Smith-Ricardo-Malthus	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
12	Karl Marx-Schumpeter's theory of Development	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
13	Karl Marx-Schumpeter's theory of Development	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
14	Karl Marx-Schumpeter's theory of Development	Lecture + PPT	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
15	Keynes-Rostow's stages of Economic Growth-Big Bush theory	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
16	Keynes-Rostow's stages of Economic Growth-Big Bush theory	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
17	Keynes-Rostow's stages of Economic Growth-Big Bush theory	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
18	Keynes-Rostow's stages of Economic Growth-Big Bush theory	Flipped classroom method	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
19	Module III Doctrine of balanced growth	Lecture	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
20	Concept of unbalanced growth	Lecture	BAE 505.2	Mid Term-1, Quiz & End Sem Exam
21	Dualistic theories-Myrdal theory	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
22	Dualistic theories-Myrdal theory	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
23	Growth Models-Harrod-Domar	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
24	Joan Rabinson's model of capital accumulation-Meade's neoclassical model	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam



25	Joan Robinson's model of capital accumulation-Meade's neoclassical model	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
26	Joan Robinson's model of capital accumulation-Meade's neoclassical model	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
27	Solow Model of Long Run Growth-Kaldor's model of growth	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
28	Solow Model of Long Run Growth-Kaldor's model of growth	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
29	Solow Model of Long Run Growth-Kaldor's model of growth	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
30	Models of Technical Change	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
31	Mahalanobis Model.	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
32	Module IV Economic planning	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
33	Planning process in a mixed economy	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
34	Growth Models in Indian Planning	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
35	Need for Foreign Capital-Forms of Foreign Capital	Lecture	BAE 505.3	Mid Term-2, Quiz & End Sem Exam
36	Need for Foreign Capital- Forms of Foreign Capital	Lecture	BAE 505.4	Mid Term-2, Quiz & End Sem Exam
37	Multinational Corporations and foreign collaborations	Lecture	BAE505.4	Quiz & End Sem Exam
38	Multinational Corporations and foreign collaborations	Lecture	BAE505.4	Quiz & End SemExam
39	– India's Balance of Payments.	Lecture	BAE 505.4	Quiz & End Sem Exam
40	Module V Current Economic Issues	Lecture	BAE 505.5	Quiz & End Sem Exam
41	New Economic Policies since 1980	Lecture	BAE 505.5	Quiz & End Sem Exam
42	New Economic Policies since 1980	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
43	Privatization: Policies and practices	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
44	Privatization: Policies and practices	CASE STUDY	BAE 505.5	Quiz & End Sem Exam
45	Deregulations and Delicensing – Globalization	CASE STUDY	BAE 505.5	Quiz & End SemExam
46	– Public Sector Disinvestments	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam
47	Liberal foreign trade regime	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam
48	WTO - Structural adjustments in the Indian Economy.	Lecture+ PPT	BAE 505.5	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE602.1	Understand the concept of economic growth, development & sustainable development.	3	-	2	2	3	-	-	-	2	2
BAE602.2	Develop understanding about various theories of growth.	3	2	-	-	2	2	-	1	2	1
BAE602.3	Learn about the doctrine of growth and short term and long-term growth models.	3	1	1	2	3	1	-	2	3	-
BAE 602.4:	Learn about multinational cooperation and India's. Balance of Payment.	3	3	2	2	1	1	3	2	1	-
BAE 602.5	Develop an understanding about New economic policy and structural change.	3	3	1	2	1	2	3	1	2	2

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –VI.) 2023-24						
Class: BA(H) Economics (VI SEM)						
Subject Name:		Time: 2 Hrs			Max. Marks: 30	
BAE 602 : Economic Growth and Development						
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.4	Q.55(a)	Q.5(b),6		
CO1: Understand the concept of economic growth, development, and sustainable development						
CO2: Develop understanding about various theories of growth.						
CO3: Learn about the doctrine of growth and short term and long-term growth models						
CO4: Learn about Multinational cooperation and India's. Balance of Payment						
CO5: Develop an understanding about New economic policy and structural change						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the concept of Economic growth				3
CO1	Q.2	Explain Sustainable development				3
CO2	Q.3	Explain Big bush Theory of Growth				6
CO3	Q.4	Explain the doctrine of balance growth.				3
CO4	Q.5a	Explain Economic Planning Process				3
CO5	Q.5b	Explain forms of foreign Capital				3
	Q.6	Mention in brief about New Economic Policy.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	6th Semester
Subject Code	BAE 602
Subject Name	Economic Growth and Development
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service- learning and formulate constructive ways of engaging with different communities



[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
VI SEM	BAE 603	2	2	3	1	3	1	3	-	-	1





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Econometrics : Basic Theory and Applications
Course Code: BAE 603, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

The main objective of this paper is to make the students learn the core concepts and techniques in econometrics, with a special focus on the classical linear regression model. It aims to make the students to learn the use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results. It aims to make the students to learn the application of and interpretation of specification analysis.

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 603.1: Explain core concepts and techniques in econometrics, with a special focus on the classical linear regression model.

BAE 603.2: Understand the assumptions upon which different econometric methods are based and their implications

BAE 603.3 Use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results

BAE 603.4: Interpret and critically evaluate applied work and econometric findings.

BAE 603.5: Apply and interpret specification analysis.

BAE 603.6: Interpret and apply Cobb Douglas Production Function. Estimate Consumption function.

C. Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take



effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

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[PO.9] Demonstrate social sensitivity and develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Nature and scope of econometrics

Module II: Classical Linear Regression Model: Two Variable Case

Descriptive Aspects Properties of Least Squares estimates; tests of hypotheses and confidence intervals; Gauss - Markov Theorem Forecasting

Module III: Classical Multiple Linear Regression Model. Descriptive Aspects: Least Squares Estimation; R^2 and



Adjusted R²; Partial Correlations. The Classical Model: Gauss - Markov Theorem; Standard Error of Estimate
 Standard errors of regression coefficients Functional Forms of Regression Models. Dummy Variables-
 distributed lags - need, limitation and interpretation in Economics

Module IV: Violations of Classical Assumptions and Remedies Multicollinearity Heteroscedasticity Auto-correlation

Module V: Specification Analysis- Omission of a relevant variable Inclusion of irrelevant variable Tests of
 Specification Errors

Module VI: Simple Applications of Least Square- Estimation of Cobb-Douglas. Production function
 Estimation of Consumption function

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- A Koutsoyiannis, *"Theory of Econometrics: An Introduction Exposition of Econometric Methods"*, Educational Low-Priced Books Scheme, McMillan Education Ltd. (1992).
- Damodar Gujarathi "Basic Econometrics", Tata McGraw Hill Ltd, 1999. 4th ed.

References:

- A.S. Goldberger (1998), *Introductory Econometrics*, Harvard University Press, Cambridge.
- Suresh K.Ghose "Econometrics", Prentice Hall of India private limited, New Delhi.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature and scope of econometrics	Lecture+ PPT	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
2	Nature and scope of econometrics	Lecture+ PPT	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
3	Nature and scope of econometrics	Flipped Classroom	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
4	Nature and scope of econometrics	Lecture+ PPT	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
5	Nature and scope of econometrics	Flipped Classroom	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
6	Nature and scope of econometrics	Lecture+ PPT	BAE 603.1	Mid Term-1, Quiz & End Sem Exam



7	Nature and scope of econometrics	Lecture+ PPT	BAE 603.1	Mid Term-1, Quiz & End Sem Exam
8	Classical Linear Regression Model: Two Variable Case	Lecture	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
9	Classical Linear Regression Model: Two Variable Case	Flipped Classroom	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
10	Classical Linear Regression Model: Two Variable Case	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
11	Descriptive Aspects	Case Study	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
12	Properties of Least Squares estimates;	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
13	tests of hypotheses and confidence intervals;	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
14	Gauss - Markov Theorem Forecasting	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
15	Gauss - Markov Theorem Forecasting	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
16	Gauss - Markov Theorem Forecasting	Flipped Classroom	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
17	Gauss - Markov Theorem Forecasting	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
18	tests of hypotheses and confidence intervals;	Lecture+ PPT	BAE 603.2	Mid Term-1, Quiz & End Sem Exam
19	Classical Multiple Linear Regression Model.	Lecture+ PPT	BAE 603.3	Mid Term-1, Quiz & End Sem Exam
20	Classical Multiple Linear Regression Model.	Lecture+ PPT	BAE 603.3	Mid Term-1, Quiz & End Sem Exam
21	Descriptive Aspects: Least Squares Estimation; R ² and Adjusted R ² ; Partial Correlations	Lecture+ PPT	BAE 603.3	Mid Term-1, Quiz & End Sem Exam
22	The Classical Model: Gauss - Markov Theorem; Standard Error of Estimate Standard errors of regression coefficients	Flipped Classroom	BAE 603.3	Mid Term-1, Quiz & End Sem Exam
23	Functional Forms of Regression Models	Flipped Classroom	BAE 603.3	Mid Term-2, Quiz & End Sem Exam
24	Functional Forms of Regression Models	Lecture+ PPT	BAE 603.3	Mid Term-2, Quiz & End Sem Exam
25	Dummy Variables-distributed lags - need, limitation & Int. Dummy Variables-distributed lags - need, limitation and interpretation in Economics	Lecture+ PPT	BAE 603.3	Mid Term-2, Quiz & End Sem Exam
26	Dummy Variables-distributed lags - need, limitation and interpretation in Economics	Lecture+ PPT	BAE 603.3	Mid Term-2, Quiz & End Sem Exam
27	Dummy Variables- distributed lags - need, limitation and interpretation in Economics	Flipped Classroom	BAE603.3	Mid Term-2, Quiz & End Sem Exam



28	Violations of Classical Assumptions and Remedies	Flipped Classroom	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
29	Violations of Classical Assumptions and Remedies	Lecture+ PPT	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
30	Violations of Classical Assumptions and Remedies	Lecture+ PPT	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
31	Violations of Classical Assumptions and Remedies	Lecture+ PPT	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
32	Multi-collinearity	Lecture+ PPT	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
33	Heteroscedasticity Auto-correlation	Lecture+ PPT	BAE 603.4	Mid Term-2, Quiz & End Sem Exam
34	Specification Analysis	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
35	Specification Analysis	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
36	Omission of a relevant variable	Flipped Classroom	BAE 603.5	Quiz & End Sem Exam
37	Omission of a relevant variable	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
38	Inclusion of irrelevant variable	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
39	Inclusion of irrelevant variable	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
40	Tests of Specification Errors	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
41	Tests of Specification Errors	Lecture+ PPT	BAE 603.5	Quiz & End Sem Exam
42	Simple Applications of Least Square	Lecture+ PPT	BAE 603.6	Quiz & End Sem Exam
43	Simple Applications of Least Square	Lecture+ PPT	BAE 603.6	Quiz & End Sem Exam
44	Simple Applications of Least Square	Lecture+ PPT	BAE 603.6	Quiz & End Sem Exam
45	Estimation of Cobb-Douglas Production function	Flipped Classroom	BAE 603.6	Quiz & End Sem Exam
46	Estimation of Cobb-Douglas Production function	Flipped Classroom	BAE 603.6	Quiz & End Sem Exam
47	Estimation of Consumption function	Flipped Classroom	BAE 603.6	Quiz & End Sem Exam
48	Estimation of Consumption function	Flipped Classroom	BAE 603.6	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT (Learn about)	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 603.1	The concept, nature and scope of Econometrics.	2	1	3	1	3	1	3	-	-	2
BAE 603.2	Classical Linear Regression model with two variables. Come to learn about the Properties of Least Squares estimates; tests of hypotheses and confidence intervals; Gauss - Markov Theorem Forecasting	2	2	1	2	2	1	2	-	-	3
BAE 603.3	Descriptive Aspects: Least Squares Estimation; R ² and Adjusted R ² ; Partial Correlations, The Classical Model: Gauss - Markov Theorem; Standard Error of Estimate Standard errors of regression coefficients Functional Forms of Regression Models Dummy Variables-distributed lags - need, limitation & interpretation in Economics	2	3	2	3	2	1	2	2	1	3
BAE 603.4	Violations of Classical Assumptions & Remedies	2	2	1	2	3	2	3	-	-	1
BAE 603.5	Specification Analysis	1	3	1	2	2	2	3	-	-	2
BAE603.6	Simple Applications of Least Square	1	2	2	3	2	2	1	-	-	2



Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –VI) 2023-24						
Class: BA(H) Economics (VI SEM)						
Subject Name: BAE 603 : Econometrics : Basic Theory and Applications			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Understand core concepts, assumptions and techniques in econometrics. CO2: Interpret and critically evaluate applied work and econometric findings.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What do you understand by Econometrics?				3
	Q.2a	Explain the nature of Econometrics.				3
CO1	Q.2b	Describe the scope of Econometrics.				3
CO1	Q.3	Explain how the knowledge of Econometrics is helpful in the understanding of Econometric data of the country.				6
CO2	Q.4	What do you mean by Classical Linear Regression Model?				3
	Q.5a	Explain the Properties of Least Squares estimates.				3
CO2	Q.5b	What do you mean by Confidence Intervals?				3
CO2	Q.6	Explain the Gauss - Markov Theorem with the help of an example.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	6th Semester
Subject Code	BAE 603
Subject Name	Econometrics: Basic Theory and Applications
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2023-24

Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders



[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service- learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PO9	PO10
VI S E M	BAE 604	2	1	1	3	2	2	2	-	-	3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course: Business Ethics and Corporate Governance
Course Code: BAE 604, Credits: 04, Session :2023-24 (Even Sem.), Class: BA. Economics (Hons) 3 rd Year
Faculty Name:

A. Introduction:

The main objective of this paper is to create awareness of the Business Ethics, morals and values. It aims to make the students learn about ethics of care. It aims to teach the students about ethical dilemma. They should know how to handle situations of ethical dilemma and how to take decisions in such cases. It aims to teach them about problems of Business ethics such as Marketing ethics and Ethics in human resources

B. Course Outcomes:

At the end of the course, students will be able to:

BAE 604.1: Understand the importance of ethics and corporate governance in the day-to-day working of organizations.

BAE 604.2: Learn the issues involved in maintaining ethics and how to deal with such situations.

BAE 604.3 Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.

BAE 604.4: Develop an understanding of Corporate objectives and goals and learn about Issues in Managing public limited firms. They will learn about agency problems.

BAE 604.5: Understand the concept of Corporate Governance and learn about whistle blowers.

BAE604.6: Develop an understanding about External Corporate Governance Mechanism.

C. Programme Outcomes:

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.



[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction to Business Ethics, ethics, Morals and values, Concepts of Utilitarianism and Universalism- Theory of rights, Theory of justice- Virtue ethics- ethics of care- Law and Ethics- the Nature of Ethics in Management- Business Standards and Values- Value Orientation of the firm.



Module II: Typical Problem in Business Ethics- Environmental Pollution & Society- marketing Ethics (in Products, Pricing, Promotion and Place) and Consumer protection- Ethics in Human Resources Management (Recruitment and promotion policies, Working Conditions, Down Sizing Workforce)

Module III: Complexity of Ethical Issues- Conflicts in decision making from ethical and economic point of view- Ethical Dilemma- Solving ethical dilemma, Managerial integrity and decision making.

Module IV: Corporate Governance- History of Corporate form and models- Corporate Objectives and goals, ownership pattern- Issues in Managing public limited firms- Agency problems.

Module V: Internal Corporate Governance Mechanism- Board of Directors- Functional Committees of Board; Code of Conduct, whistle blowers.

Module VI: External Corporate Governance Mechanism- Regulators, Gate keepers, Institutional Investors, Corporate raiders & Corporate Governance in India.

F. Examination Scheme:

Components	PO (Attendance)	P1	C1	CT	EE1
Weightage (%)	5	5	5	15	70

G. Suggested Text/Reference Books:

Text:

- Business Ethics: Concepts & Cases, Velasques, M.G., PHI
- Corporate Governance, Eric Banks, John Wiley

References:

- Corporate Governance, Fernando Pearson Education

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Business Ethics,	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Business Ethics,	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
3	ethics, Morals and values	Flipped Classroom	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
4	ethics, Morals and values	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam



5	ethics, Morals and values	Flipped Classroom	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
6	Concepts of Utilitarianism and Universalism-	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
7	Concepts of Utilitarianism and Universalism-	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
8	Concepts of Utilitarianism and Universalism-	Lecture	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
9	Theory of rights, Theory of justice	Flipped Classroom	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
10	Virtue ethics- ethics of care	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
11	Virtue ethics- ethics of care	Case Study	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
12	Law and Ethics- the Nature of Ethics in Management	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
13	Law and Ethics- the Nature of Ethics in Management	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
14	Business Standards and Values- Value Orientation of the firm.	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
15	Business Standards and Values- Value Orientation of the firm.	Lecture+ PPT	BAE 604.1	Mid Term-1, Quiz & End Sem Exam
16	Environmental Pollution & Society- marketing Ethics	Flipped Classroom	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
17	Environmental Pollution & Society- marketing Ethics	Lecture+ PPT	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
18	Consumer protection-	Lecture+ PPT	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
19	Consumer protection-	Lecture+ PPT	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
20	Ethics in Human Resources Management	Lecture+ PPT	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
21	Working Conditions, Down Sizing Workforce)	Lecture+ PPT	BAE 604.2	Mid Term-1, Quiz & End Sem Exam
22	Conflicts in decision making from ethical and economic point of view-	Flipped Classroom	BAE 604.3	Mid Term-1, Quiz & End Sem Exam
23	Conflicts in decision making from ethical and economic point of view-	Flipped Classroom	BAE 604.3	Mid Term-2, Quiz & End Sem Exam
24	Ethical Dilemma- Solving ethical dilemma, Managerial integrity and decision making.	Lecture+ PPT	BAE 604.3	Mid Term-2, Quiz & End Sem Exam
25	Ethical Dilemma- Solving ethical dilemma, Managerial integrity and decision making.	Lecture+ PPT	BAE 604.3	Mid Term-2, Quiz & End Sem Exam
26	Ethical Dilemma- Solving ethical dilemma, Managerial integrity and decision making.	Lecture+ PPT	BAE 604.3	Mid Term-2, Quiz & End Sem Exam
27	History of Corporate form and models	Flipped Classroom	BAE604.4	Mid Term-2, Quiz & End Sem Exam
28	History of Corporate form	Flipped	BAE 604.4	Mid Term-2, Quiz



	and models	Classroom		& End Sem Exam
29	Corporate Objectives and goals	Lecture+ PPT	BAE 604.4	Mid Term-2, Quiz & End Sem Exam
30	Corporate Objectives and goals	Lecture+ PPT	BAE 604.4	Mid Term-2, Quiz & End Sem Exam
31	ownership pattern	Lecture+ PPT	BAE 604.4	Mid Term-2, Quiz & End Sem Exam
32	ownership pattern	Lecture+ PPT	BAE 604.4	Mid Term-2, Quiz & End Sem Exam
33	Issues in Managing public limited firms- Agency problems.	Lecture+ PPT	BAE 604.4	Mid Term-2, Quiz & End Sem Exam
34	Issues in Managing public limited firms- Agency problems.	Lecture+ PPT	BAE 604.4	Quiz & End Sem Exam
35	Issues in Managing public limited firms- Agency problems.	Lecture+ PPT	BAE 604.4	Quiz & End Sem Exam
36	Issues in Managing public limited firms- Agency problems.	Flipped Classroom	BAE 604.4	Quiz & End Sem Exam
37	Board of Directors-	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
38	Board of Directors-	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
39	Functional Committees of Board	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
40	Functional Committees of Board	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
41	Code of Conduct, whistle blowers.	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
42	Code of Conduct, whistle blowers.	Lecture+ PPT	BAE 604.5	Quiz & End Sem Exam
43	Regulators, Gate keepers	Lecture+ PPT	BAE 604.6	Quiz & End Sem Exam
44	Regulators, Gate keepers	Lecture+ PPT	BAE 604.6	Quiz & End Sem Exam
45	Institutional Investors, Corporate raiders	Flipped Classroom	BAE 604.6	Quiz & End Sem Exam
46	Institutional Investors, Corporate raiders	Flipped Classroom	BAE 604.6	Quiz & End Sem Exam
47	Corporate Governance in India	Flipped Classroom	BAE 604.6	Quiz & End Sem Exam
48	Corporate Governance in India	Flipped Classroom	BAE 604.6	Quiz & End Sem Exam



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
BAE 604.1	Come to learn about values, morals, ethics and learn about business ethics. Learn about the Law and Ethics- the Nature of Ethics in Management- Business Standards and Values- Value Orientation of the firm.	2	1	2	1	3	1	2	-	-	1
BAE 604.2	Come to know about the typical problems in business ethics and how to solve those problems.	2	2	3	1	2	3	2	-	-	2
BAE 604.3	Come to know about ethical dilemma and how to handle ethical dilemma. Come to know about managing managerial integrity while decision making.	2	3	1	3	2	2	2	3	1	3
BAE 604.4	Come to know about the history of Corporate form and models. Come to learn about Corporate Objectives and goals, ownership pattern- Issues in Managing public limited firms. Also, learn about Agency problems.	1	2	1	2	2	2	3	-	-	1
BAE 604.5	Come to know about Internal Corporate Governance Mechanism.	2	3	1	2	2	2	2	-	-	2
BAE 604.6	Come to know about External Corporate Governance Mechanism.	2	3	2	2	1	2	3	2	2	2

Sample Question Paper

Amity Business School - BA(H) Economics I MID-SEMESTER (SEM –VI.) 2023-24						
Class: BA(H) Economics (VI SEM)						
Subject Name: BAE 604 : Business Ethics and Corporate Governance		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2(a), 2(b)	Q.3,	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the importance of ethics and corporate governance in the day-to-day working of organizations CO2: Learn the issues involved in maintaining ethics and how to deal with such situations.						



CO Map	Question No.	Question	Marks
CO1	Q.1	What do you understand by Business Ethics?	3
CO1	Q.2a	Explain the concept of Utilitarianism and Universalism.	3
	Q.2b	Explain the nature of Ethics in Management.	3
CO1	Q.3	What do you understand by Value Orientation of the firm.	6
CO2	Q.4	What do you understand by typical problems in business ethics?	3
CO2	Q.5a	What is ethical dilemma?	3
	Q.5b	What are marketing ethics?	3
CO2	Q 6	Apply your knowledge of business ethics to explain the ethical problems that arise during recruitment and promotion of employees.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	BA (Hons) Economics
Semester	6th Semester
Subject Code	BAE 604
Subject Name	Business Ethics and Corporate Governance
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health,safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	3	3	2	3	2	2	3	2	1	2	-	-	-

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : ORGANIZATION BEHAVIOUR
Course Code : MBA 101, Crédits : 02, Session :2023-24 (Odd Sem.), Class : MBA. 1st Year
Faculty Name : DR SHWETA SAXENA

A. Introduction: The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

B. Course Outcomes: At the end of the course, students will be able to:

MBA101.1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

MBA101.2. Analyze the complexities associated with management of the group behavior in the organization

MBA101.3. Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.

MBA101.4. Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[Type text]



[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I : Introduction and Individual Behaviour : Introduction, Nature and structure of organization, Foundations of individual behavior-Ability, Attitudes , Job Satisfaction, Personality, Values , Perception, Motivation–Theories, leadership

Module II : Group Behaviour: Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Work teams

Module III : Understanding organizations: Managing organizational culture, Technology and organizational design, Organizational decision making

[Type text]



Module IV : Organizational Culture and Change Management: Managing organizational conflict, power & politics and Organizational change.

Case Study- Inclusive Leadership: The Mary Barra Way

<http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN099.htm>

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky , Organisational Behavior, Biztantra Publication

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction, Nature and structure of organization	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
2	Foundations of individual behavior-Ability, Attitudes , Job Satisfaction	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
3	Personality, Values	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
4	Perception	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
5	Motivation–Theories	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
6	leadership	Lecture	MBA101.1	Mid Term-1, Quiz & End Sem Exam
7	Group development	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



8	Group properties: Roles, norms, status	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam
9	Group properties: size and cohesiveness	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam
10	Group decision making	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam
11	Group decision Techniques	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam
12	Work teams	Lecture	MBA101.2	Mid Term-1, Quiz & End Sem Exam
13	Managing organizational culture	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
14	Managing organizational culture and technology	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
15	Managing organizational Technology	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
16	Managing organizational Technology and design	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
17	Organizational design	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
18	Organizational decision making	Lecture	MBA101.3	Mid Term-1, Quiz & End Sem Exam
19	Managing organizational conflict	Lecture	MBA101.4	Mid Term-1, Quiz & End Sem Exam
20	Managing organizational conflict	Lecture	MBA101.4	Mid Term-1, Quiz & End Sem Exam
21	Power & Politics	Lecture	MBA101.4	Mid Term-2, Quiz & End Sem Exam
22	Power & Politics	Lecture	MBA101.4	Mid Term-2, Quiz & End Sem Exam
23	Organisational change	Lecture	MBA101.4	Mid Term-2, Quiz & End Sem Exam
24	Organisational change	Lecture	MBA101.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
MBA101.1	Demonstrate the applicability of the organizational behavior to understand the behavior of people in the organization.	2	3	2	1	3	2	1	3	2	2			
MBA101.2	Analyze the complexities associated with management of the group behavior in the organization.	3	3	2	2	3	2	2	2	2	2			
MBA101.3	Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.	2	3	2	1	3	2	1	3	2	2			
MBA101.4	Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.	3	3	2	3	2	2	3	2	1	2			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA 101 Organization Behaviour			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Analyze the complexities associated with management of the group behavior in the organization

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain in brief Organizational Behaviour.	3
CO1	Q.2a	What are the nature of the organization?	3
	Q.2b	How ability and attitude develop the behaviour of an organization?	3
CO1	Q.3	Elaborate the types of leadership style.	6
CO2	Q.4	Explain the significance of group behaviour in the organization.	3
CO2	Q.5a	Elaborate different group norms with status.	3
	Q.5b	Describe in brief all the group properties.	3
CO2	Q.6	How groups are formed in the organization? Discuss the importance of work team.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 101
Subject Name	Organization Behaviour
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA102	3	3	3	1	2	2	1	1	1	2			

[Type text]



AMITY BUSINESS SCHOOL
Course Handout
Course : FINANCIAL REPORTING, STATEMENTS AND ANALYSIS
Course Code : MBA102, Crédits : 03, Session :2023-24 (Odd Sem.), Class : MBA 1st Year
Faculty Name: Dr. Naresh Kedia

A. Introduction: The objective of this course is to familiarize the prospective management aspirants with the necessary skills & techniques in finance & accounting information as a platform for decision-making. It aims to equip the students with standard concepts and tools at a master level that will serve them well towards tackling more advanced & real-life issues of accountancy, management accounting and applications that they would find useful in their disciplines.

B. Course Outcomes: At the end of the course, students will be able to:

MBA102.1. Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.

MBA102.2. Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.

MBA102.3. Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.

MBA102.4. Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business

[Type text]



environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/Quiz/Numerical/Presentation	S/V/ Q/H A	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

- **Module I:** Accounting Basics: Introduction, Foundations, Accounting policies- Accounting principles, concepts and conventions, Accounting process, IFRS, Concept of XBRL, Branches of accounting, Recording of transactions and classification, Trial Balance & Errors, Cash book.
- **Module II:** Final Accounts: Preparation, Adjustments, Analysis, Depreciation Accounting, Reserves & Provisions. Form and contents of financial statements with reference to Indian Companies Act. Financial Reporting, Reporting practices.
- **Module III:** Financial Statement Analysis: Relation and Comparison of Accounting data and using financial statement information, Ratio Analysis, Cash flow analysis.
- **Module IV:** Management Accounting: Emergence of Management Accounting, Scope, Managerial perspective

F. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. Text & References:

- Bhattacharya, S.K. and Dearden, J (2006), Accounting for Management, Vikas Publishing House
- Narayanaswamy R (2005), Financial Accounting – A Managerial Perspective, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari (2006), Accounting for Management, Vikas Pub. House.
- Tulsian, P.C (2006), Financial Accounting, Tata McGraw Hill.
- Banerjee, A (2005), Financial Accounting, Excel Books.
- Ghosh, T.P (2005), Fundamentals of Management Accounting, Excel Books

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction	Lecture	MBA102.1	Mid Term-1, Quiz & End Sem Exam
2	Foundations, Accounting policies	Lecture	MBA102.1	Mid Term-1, Quiz & End Sem Exam
3	Accounting principles & concepts	Lecture	MBA102.1	Mid Term-1, Quiz & End Sem Exam
4	Accounting conventions,	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam

[Type text]



5	Accounting process,	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam
6	IFRS, Concept of XBRL,	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam
7	Branches of accounting, Recording of transactions and classification,	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam
8	Trial Balance & Errors, Cash book.	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam
9	Trial Balance & Errors, Cash book.	Lecture	MBA102.1	Mid Term, Quiz & End Sem Exam
10	Final Accounts Preparation,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
11	Final Accounts Preparation,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
12	Final Accounts adjustments,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
13	Final Accounts adjustments,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
14	Final Accounts adjustments,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
15	Final Accounts Analysis,	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
16	Depreciation Accounting, Reserves & Provisions.	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
17	Depreciation Accounting, Reserves & Provisions.	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
18	Depreciation Accounting, Reserves & Provisions.	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
19	Form and contents of financial statements with reference to Indian Companies Act.	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
20	Form and contents of financial statements with reference to Indian Companies Act.	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
21	Financial Reporting, Reporting practices	Lecture	MBA102.2	Mid Term, Quiz & End Sem Exam
22	Relation and Comparison of Accounting data	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
23	Relation and Comparison of Accounting data	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
24	Using financial statement information	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
25	Using financial statement information	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
26	Ratio Analysis	Lecture	MBA102.3	Mid Term,

[Type text]



				Quiz & End Sem Exam
27	Ratio Analysis	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
28	Ratio Analysis	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
29	Ratio Analysis	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
30	Cash flow analysis.	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
31	Cash flow analysis.	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
32	Cash flow analysis.	Lecture	MBA102.3	Mid Term, Quiz & End Sem Exam
33	Emergence of Management Accounting	Lecture	MBA102.4	Quiz & End Sem Exam
34	Scope of Management Accounting	Lecture	MAT101.4	Quiz & End Sem Exam
35	Managerial perspective	Lecture	MAT101.4	Quiz & End Sem Exam
36	Managerial perspective	Lecture	MAT101.4	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	NA	NA	NA
MBA102. 1	Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.	2	3	1	1	1	3	1	2	2	2			

[Type text]



MBA102. 2	Come to know the applications of double entry & preparation of final statements & able to solve complex real life situation of business associated to the accounting domain with increasingly sophisticated level of understanding	3	3	3	1	-	2	1	3	-	2				
MBA102. 3	Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.	3	3	3	-	2	1	1	1	1	2				
MBA102. 4	Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.	3	3	3	1	2	1	2	-	3	3				

[Type text]



Sample Question Paper

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR AMITY BUSINESS SCHOOL, MID-SEMESTER (SEM –I) 2023-24						
Class: MBA I Semester						
Subject Name: MBA 102 FINANCIAL REPORTING, STATEMENTS AND ANALYSIS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,6	Q.2a,5	Q. 4	Q.2b,3,		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the concepts and conventions.				3
CO1	Q.2a	Discuss in detail about the Branches of accounting?				3
	Q.2b	How record keeping is related to accounting? Explain the steps of record keeping in brief.				3
CO2	Q.3	Explain the concept of Depreciation Accounting with a dummy example in detail.				6
CO3	Q.4	Explain the significance Ratio Analysis in detail. What is the difference between quick ratio & current ratio?				6
CO2	Q.5a	Explain the emergence of Management Accounting in detail.				3
CO3	Q.5b	Write the importance of Cash flow statement in detail?				3
CO3	Q.6	Write the difference between the Reserves & Provisions?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 102
Subject Name	Financial Reporting, Statements and Analysis
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	1	3	2	1	2	3	2	1	3	2	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity Business School
Course Handout
Course : MANAGERIAL (MICRO) ECONOMICS
Course Code : MBA103, Credits : 03, Session :2023 – 24 (Odd Sem.), Class : MBA. 1st Year
Faculty Name :

A. Introduction: The objective of this course is to impart the knowledge of micro economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

B. Course Outcomes: At the end of the course, students will be able to:

MBA103.1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

MBA103.2. To apply marginal Theory of Demand and Supply under different market conditions.

MBA103.3 To analyse Theory of Production and Cost of different market conditions.

MBA103.4 To integrate the concept of price and output decisions of firms under various market structure.

C. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[Type text]



[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Theory of Demand and Supply:

[Type text]



Nature and scope of economic analysis: its relevance for managerial decision making, Demand analysis: nature of demand for a product- individual demand and market demand, demand by market segmentation. Demand function and determinants of demand.

Demand Analysis- II Marshallian, Hicksian and Revealed Preferences approaches.

Concept of elasticity of demand- income, cross, price and advertizing elasticity. Theorems on the price elasticity of demand. Applications of the concept of price elasticity of demand in business decisions.

Module II: Theory of Production and Cost

Production analysis: Production function-neo-classical, Cobb- Douglas, Leontief. Least cost combination of inputs for a firm. Concept of an isoquant-smooth curvature and right angle. Returns to scale and returns to a factor. Expansion path of a firm. Cost Analysis: Cost relevant for management decision making. Economies of scale: Cost Function: Cost and output relationship. An Analysis of the Objectives of a Business Firm: Profit Maximization Model, Baumoul’s Sales Maximization Model, Marris’s Model of ‘Managerial Enterprise’ Williamson’s Model Of ‘Managerial Discretion.

Module III: Market Structure: Price and Output Decisions

Pricing and Output decisions – Perfectly Competitive and Monopoly Market Pricing and Output Decisions- Under Monopolistically Competitive Market- Product Differentiation; Price Discriminating Monopolist; Models of Oligopolistic Market: Price Rigidity – The Kinky Demand Curve Model Interdependence - The Cournot Model, Price Leadership Models, Cartels and Collusion. Game theory and its applications

F. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

G. Suggested Text/Reference Books:

- Gupta, G.S. (2006), Managerial Economics, Tata McGraw Hill
- Peterson, H.C and Lewis, W.C. (2005), Managerial Economics, Prentice Hall of India
- R Ferguson, R., Ferguson, G.J and Rothschild, R. (1993) Business Economics, Macmillan India.
- Chandra, P.(2006), Project: Preparation, Appraisal, Implementation and Review, Tata McGraw Hill.

[Type text]



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature and scope of economic analysis	Lecture	MAT103.1	Mid Term-1, Quiz & End Sem Exam
2	Demand analysis	Lecture	MAT103.1	Mid Term-1, Quiz & End Sem Exam
3	Nature of demand for a product	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
4	Individual demand and market demand	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
5	Demand by market segmentation	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
6	Demand function	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
7	Determinants of demand	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
8	Demand Analysis- II Marshallian	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
9	Hicksian approaches.	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
10	Revealed Preferences approaches.	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of elasticity of demand	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
12	Income, cross, price and advertizing elasticity	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
13	Theorems on the price elasticity of demand	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
14	Applications of the concept of price elasticity of demand in business decisions.	Lecture	MAT103.2	Mid Term-1, Quiz & End Sem Exam
15	Production analysis	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam
16	Production function-neo- classical	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam
17	Cobb- Douglas, Leontief	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam
18	Least cost combination of inputs for a firm	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Concept of an isoquant-smooth curvature and right angle	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam
20	Returns to scale and returns to a factor.	Lecture	MAT103.3	Mid Term-1, Quiz & End Sem Exam
21	Expansion path of a firm	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
22	Cost Analysis: Cost relevant for management decision making.	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
23	Economies of scale:	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
24	Cost Function	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
25	Cost and output relationship	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
26	An Analysis of the Objectives of a Business Firm	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
27	Profit Maximization Model	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
28	Baumoul's Sales Maximization Model	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
29	Marris's Model of 'Managerial Enterprise'	Lecture	MAT103.3	Mid Term-2, Quiz & End Sem Exam
30	Pricing and Output decisions	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
31	Perfectly Competitive and Monopoly Market Pricing	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
32	Product Differentiation	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
33	Price Discriminating Monopolist;	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
34	Models of Oligopolistic Market	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
35	Rigidity – The Kinky Demand Curve Model Interdependence -	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam
36	The Cournot Model	Lecture	MAT103.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
MBA103.1	To understand the concepts of cost, nature of production and its relationship to Business operations.	-	3	-	3	3	3	2	-	3	2			
MBA103.2	To apply marginal Theory of Demand and Supply under different market conditions.	1	3	3	-	1	3	1	2	3	3			
MBA103.3	To analyse Theory of Production and Cost of different market conditions.	-	3	2	-	1	3	3	2	3	3			
MBA103.4	To integrate the concept of price and output decisions of firms under various market structure.	1	3	2	-	1	3	1	2	3	3			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA 103 MANAGERIAL (MICRO) ECONOMICS			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. CO2. To apply marginal Theory of Demand and Supply under different market conditions.CO3 To analyse Theory of Production and Cost of different market conditions. CO4 To integrate the concept of price and output decisions of firms under various market structures.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief on Micro Economics.				3
	Q.2a	What is the nature of Demand Analysis?				3
CO2	Q.2b	How concept of price elasticity of demand is applied in business decisions?				3
CO2	Q.3	Elaborate Demand function and determinants of demand.				6
CO2	Q.4	Explain the significance of elasticity of demand.				3
	Q.5a	Elaborate different types of Production function.				3
CO3	Q.5b	Describe in brief Profit Maximization Model.				3
CO4	Q6	How Cartels and Collusion are formed.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 103
Subject Name	Managerial (Micro) Economics
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	2	3	2	2	2	1	3	3	1	2	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-

[Type text]





Amity Business School
Course Handout
Course : Marketing Management
Course Code : MBA 104 , Credits : 03, Session :2023 - 24 (Odd Sem.), Class : MBA 1st Year
Faculty Name : Prof. (Dr.) Anil Vashisht

- A. Introduction:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations, and projects. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA104.1.** The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.
- MBA104.2.** It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.
- MBA104.3.** Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.
- MBA104.4.** With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
- [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- [PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and

[Type text]



motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Understanding Marketing in New Perspective

Introduction to Marketing Management, Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Relationship marketing, Social marketing, , Strategic Planning in marketing, formulating the marketing plan, Holistic Marketing

Module II: Analyzing Consumers & Selecting Markets

The factors influencing consumer behaviour. The stages in the buying process, factors effecting the buying decision, Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating and Selecting the Market Segments, Target Marketing, Tool for Competitive Differentiation, Developing a Positioning Strategy. Positioning for competitive advantage.

Module III: Managing Product & Pricing Strategies

Classification of products and services, New Product development, stages of product development, Adoption process, Product mix decisions and line management, Length, width and depth of a line, line analysis. Packaging, Labeling, Branding and brand management, product life cycle, Stages in lifecycle and factors affecting each stage, Managing product life cycles. Product extension strategies. Pricing decisions. Setting the price, adapting the price, initiating and responding the price changes.

Module IV: Channels of Distribution and Marketing Communication

Place decisions. Channel functions and flows. Channel management decisions. Channel dynamics; vertical, horizontal and multi-channel marketing systems. Market Logistics decisions. Promotion decisions. Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

Module V: Emerging Trends in Marketing

An Introduction to Internet Marketing, Multi-Level Marketing, Green Marketing Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations

Module VI: Classroom Activities

Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns

Link: <https://www.webpagefx.com/blog/marketing/case-study-coca-cola-marketing/>

Paytm: How they created “Seal of Trust”

Link: <https://www.whizsky.com/2015/05/case-study-paytm-how-they-created-seal-of-trust/>

Activity: Consumer Product Classifications: Marketing Challenges. Description in attached sheet

[Type text]



F. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

G. Text & References:

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.Ltd.(13th Edition)
- SK Sarangi(2014) Marketing Management 3rd Edition, Asian Books Pvt Ltd
- S Jaychandran (2006) Marketing Management text and Cases, Excel Books
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Marketing Management, Customer Value and Satisfaction	Lecture	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
2	Customer Delight	Lecture	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Conceptualizing Tasks and Philosophies of Marketing Management	Lecture	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
4	Value Chain, Scanning the Marketing Environment	Lecture	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Marketing Elements Mix	Group Discussion	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Difference between marketing and Selling	Group Discussion	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
7	Relationship Marketing	Home Assignment	MBA104.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
		Group Discuss		Mid Term Exam,

[Type text]



8	Social marketing	ion	MBA104.1	Assignment/Quiz/Presentation & End Sem Exam
9	Strategic Planning in marketing,	Lecture	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
10	formulating the marketing plan, Holistic Marketing	Case Presentation	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
11	The factors influencing consumer behaviour	Tutorial	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
12	The stages in the buying process,	Case Presentation	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	factors effecting the buying decision	Lecture	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Market Segmentations	Lecture	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
15	Levels of Market Segmentations, Patterns, Procedures,	Lecture	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Rights of an unpaid seller	Lecture	MBA104.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
17	Evaluating and Selecting the Market Segments	Tutorial	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Requirement for Effective Segmentation	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Target Marketing, Tool for Competitive Differentiation	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
20	Developing a Positioning Strategy	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
21	Positioning for competitive advantage	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Classification of products and services	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
23	New Product development, stages of product development	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



24	Adoption process, Product mix decisions and line management	Group Discussion	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
25	Length, width and depth of a line	Tutorial	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
26	Packaging, Labeling, Branding and brand management	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
27	line analysis., product life cycle, Stages in lifecycle and factors affecting each stage	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
28	Product extension strategies. Pricing decisions, Setting the price, adapting the price, initiating and responding the price changes	Lecture	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
29	Place decisions. Channel functions and flows. Channel management decisions.	Group Discussion	MBA104.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
30	Channel dynamics; vertical, horizontal and multi-channel marketing systems.	Tutorial	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
31	Market Logistics decisions. Promotion decisions.	Lecture	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
32	Effective Communication, Integrated Marketing Communication,	Lecture	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
33	Marketing Communication Process, Promotion mix, Advertising, Personal Selling,	Lecture	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
34	Sales Promotion and Publicity and Public Relations, Direct Marketing.	Lecture	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
35	Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns	Group Discussion	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
36	Paytm: How they created "Seal of Trust"	case Presentation	MBA104.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

[Type text]



CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
MBA104.1	The course will sensitize participants with the Knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer	2		3	3		3		2					
MBA104.2	It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.		3	2			2	3	2	1	3			
MBA104.3	Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student <i>must</i> be well versed <i>with</i> , and this would be coupled with development of leadership skills and the ability to work in teams.		3		3			2		3				
MBA104.4	With this the broader learning outcome of this course will be to provide the student exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.		3		3	3	1	2		3				

[Type text]



Sample Question Paper

Amity Business School MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA104 Marketing Management		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 3	Q.2, Q4	Q5, Q4	Q.6		
<p>Student will be able to</p> <p>CO1. The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.</p> <p>CO2. It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.</p> <p>CO3. Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.</p> <p>CO4. With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Discuss the different philosophies of marketing management?				3
CO2	Q.2	Analyse the different Factors affecting consumer behaviour?				6
CO3	Q.3	Enlist and discuss the different stages of product lifecycle with an illustration.				6
CO4	Q.4	Explain the concept of Integrated marketing communication and Direct marketing?				3

[Type text]



CO5	Q.5	Analyze the process of evaluating and selecting different marketing segments and requirement of effective segmentation?	6
CO1	Q 6	In today's scenario, the internet marketing and social media marketing is the new thing. Explain and analyse the different aspects of the same with examples from the corporates.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 104
Subject Name	Marketing Management

Attainment Level Level 1

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10	PS O1	PS O2	PSO3
I SE M	MBA101	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	1	3	3	-	-	3	2	1	3	1	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-

[Type text]





Amity Business School
Course Handout
Course : BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING
Course Code: MBA106, Credits : 03, Session :2023 – 24 (Odd Sem.), Class : MBA. 1st Year
Faculty Name : Dr. Pradip Patle

A. Introduction: This course will help to students familiar with basic statistical techniques and their applications in managerial decision making. Students will get clear understanding of graphical representation of data, measures of central tendency, dispersion and asymmetry. Basic probability concepts as an aid to business decision making. Student can choose a statistical method for solving practical problems and based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

B. Course Outcomes: At the end of the course, students will be able to:

MBA106.1 To understand the concepts of Statistics and Tabulation/Presentation of Data

MBA106.2. To apply concepts of Dispersion, Standard Deviation in different situations

MBA106.3 To analyse types of Sampling and Sampling Distributions

C. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[Type text]



[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I

Role of statistics: Applications of inferential statistics in managerial decision-making; Tabulation and Presentation of Data: Construction of frequency distribution, Presentation of Data –Diagrams, Graphical Presentation - Histogram - Frequency polygon - Frequency curve - Ogives.
Measures of central tendency: Mean, Median and Mode and their implications;

Module II

Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.
Probability: Basic Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

Module III

Sampling and Sampling Distribution

Sampling: Basic Concept, Types of Sampling Errors and Precautions, Parameter and Statistic, Sampling Distribution of the mean, Sampling distribution of proportion, Estimation – point estimation, Interval Estimation of the mean - σ known & σ unknown cases, interval estimation of the proportion, determining of sample size for estimating population mean μ , determination of sample size for estimating proportion.

F. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/ Presentation	ESE
Weightage (%)	15	5	10	70

G. Suggested Text/Reference Books:

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)
- Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
- Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).

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H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Applications of inferential statistics in managerial decision-making	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
2	Tabulation and Presentation of Data	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
3	Construction of frequency distribution	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
4	Presentation of Data	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
5	Graphical Presentation - Histogram	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
6	Frequency polygon - Frequency curve - Ogives	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
7	Measures of central tendency	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
8	Mean	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
9	Median	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
10	Mode and its implications	Lecture	MBA106.1	Mid Term-1, Quiz & End Sem Exam
11	Range	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
12	Mean deviation	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
13	Standard deviation	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
14	Coefficient of Variation (C.V.)	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
15	Skewness	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
16	Kurtosis	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
17	Basic Concept of probability	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
18	Probability and its uses in business decision-making	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
19	Addition and multiplication theorems	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



20	Bayes' Theorem	Lecture	MBA106.2	Mid Term-1, Quiz & End Sem Exam
21	Bayes' Theorem and its applications	Lecture	MBA106.2	Mid Term-2, Quiz & End Sem Exam
22	Sampling: Basic Concept	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
23	Types of Sampling	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
24	Types of Sampling Errors	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
25	Types of Sampling Errors and Precautions	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
26	Sampling Distribution	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
27	Sampling Distribution of the mean	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
28	Sampling distribution of proportion	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
29	Estimation – point estimation	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
30	Interval Estimation	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
31	Interval Estimation of the mean - σ known & σ unknown cases	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
32	Interval estimation of the proportion	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
33	Sample Size	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
34	Determining of sample size for estimating population mean μ	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
35	Determination of sample size for estimating proportion.	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam
36	Precautions in sample size	Lecture	MBA106.3	Mid Term-2, Quiz & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	P S O 1	P S O 2	PSO3
MBA106.1	To understand the concepts of Statistics and Tabulation/Presentation of Data	1	3	3	-	-	3	2	1	3	1			
MBA106.2	To apply concepts of Dispersion, Standard Deviation in different situations	2	3	3	-	-	3	2	1	3	1			
MBA106.3	To analyse types of Sampling and Sampling Distributions	1	3	3	-	-	3	2	1	3	1			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA 106 BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1 To understand the concepts of Statistics and Tabulation/Presentation of Data</p> <p>CO2 To apply concepts of Dispersion, Standard Deviation in different situations</p> <p>CO3 To analyse types of Sampling and Sampling Distributions</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain applications of inferential statistics in managerial decision-making				3
CO1	Q.2a	What is Histogram and Frequency polygon?				3
	Q.2b	How concept of Measures of central tendency is applied in business decisions?				3
CO2	Q.3	Draw the probability chart of Standard Deviation. Mark 1, 2 and 3 Standard Deviation from mean with % of data covered.				6
CO2	Q.4	Explain the significance of coefficient of Variation.				3
CO3	Q.5a	Elaborate different types of Types of Sampling Errors and Precautions.				3
	Q.5b	Describe in brief Interval Estimation of the mean.				3
CO3	Q.6	How Parameter and Statistic are different.				6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 106
Subject Name	Business Statistics and Analytics for Decision Making
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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[Type text]



safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

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Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	2	3	3	3	3	2	3	2	3	3	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-

[Type text]





Amity Business School
Course Handout
Course : LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)
Course Code : MBA 107 , Credits : 03, Session :2023 - 24 (Odd Sem.), Class : MBA 1st Year
Faculty Name : Dr. Mini Agrawal

A. Introduction: To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.

B. Course Outcomes: At the end of the course, students will be able to:

MBA107.1. Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.

MBA107.2. Learn the rules regarding the Contract of Sale, Condition & Warranty.

MBA107.3. Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

MBA107.4. Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.

MBA107.5. Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

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[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial &

[Type text]



leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

Module II: Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module III: Company Law

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

Module IV: Indian Partnership Act, 1932

[Type text]



Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution.

Module V: Intellectual Property Laws (IPR) and

Overview of Law & Procedure relating to Patents, Trade marks & Copyrights, Infringement.

F. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

G. Suggested Text/Reference Books:

- Gulshan SS (2003), Elements of Mercantile Law, Excel Books, N. Delhi.
- Kuchhal MS (2010), Business Law, Vikas Publication
- Tulsian PC, (2002), Relevance of Business Law, Tata McGraw Hills.
- Singh Avtar, (2006), Elements of Mercantile Law, S.Chand & Sons.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature and kindsof Contracts,	Lecture	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
2	Concepts relatedto offer, Acceptance and Consideration,	Lecture	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Principles Governing Capacity of Partiesand Free Consent, Legality of Objects	Lecture	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
4	<i>Performance and Discharge of Contract,</i>	Lecture	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Breach of Contract and itsRemedies	Group Discussion	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Indemnity and Guarantee	Group Discussion	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
7	Special contracts of Bailment and Pledge	Home Assignment	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
8	Contract of Agency.	Group Discuss ion	MBA107.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
9	Sale and Agreement to Sell,	Lecture	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



10	Hire Purchase – Pledge – Mortgage – Hypothecation Lease	Case Presentation	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
11	Goods – Different types of Goods	Tutorial	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
12	The Price	Case Presentation	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	Passing of Property in Goods	Lecture	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Conditions and Warranties	Lecture	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
15	Doctrine of Caveat emptor	Lecture	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Rights of an unpaid seller	Lecture	MBA107.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
17	Meaning and types of companies	Tutorial	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Formation of a company	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Memorandum and Articles of Association	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
20	Share Capital and Shareholders, Prospectus	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
21	Issue of Shares, Buy Back of Shares	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Debentures	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
23	Company Meetings and Proceedings	Lecture	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
24	Powers, Duties, Liabilities of Directors	Group Discussion	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
25	Winding up of Company.	Tutorial	MBA107.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
26	Meaning and definitions, Registration of partnerships	Lecture	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
27	Formation of partnership kind	Lecture	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



28	Right and duties of partner	Lecture	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
29	Liabilities and Types of partners Dissolution,	Group Discussion	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
30	Limited Liability Partnership Act- 2008	Tutorial	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
31	Designated partner	Lecture	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
32	Registration of LLP, Types of partners, Dissolution of partnership firm	Lecture	MBA107.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
33	Intellectual Property Laws (IPR)- Overview of Law	Lecture	MBA107.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
34	Procedure relating to Patents,	Lecture	MBA107.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
35	Trade mark	Group Discussion	MBA107.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
36	Copyrights, Infringement	case Presentation	MBA107.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

MBA107.5.	Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.	3		2	3			3			3			
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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
MBA107.1	Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.	2		3	3		3		2					
MBA107.2	Learn the rules regarding the Contract of Sale, Condition & Warranty		3	2			2	3	2	1	3			
MBA107.3	Know about the basics of companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.		3		3			2		3				
MBA107.4	Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.		3		3	3	1	2		3				
MBA107.5.	Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.	3		2	3			3			3			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA107 Legal and Business Environment (Micro & Macro)		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 3	Q.2, Q4	Q5, Q4	Q.6		
Student will be able to						
<p>CO1: Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.</p> <p>CO2: Learn the rules regarding the Contract of Sale, Condition & Warranty.</p> <p>CO3: Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.</p> <p>CO4: Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.</p> <p>CO5: Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.</p>						
CO Map	Question No.	Question	Marks			
CO1	Q.1	Briefly describe the essentials of a valid consideration.	3			
CO2	Q.2	Differentiate between sale and agreement to sale.	6			
CO3	Q.3	What is the advantage of limited liability partnership (LLP) form of business and who is 'designated partner' Also describe the detailed procedure of incorporation of LLP	6			
CO4	Q.4	Define the major characteristics of 'Partnership form of Business'	3			
CO5	Q.5	A patent provides an enforceable legal right to prevent others from exploiting an invention." Discuss the statement and the procedure of filing a patent	6			
CO1	Q 6	Case Study: A took a bet of Rs. 500 with B that a certain horse would win a certain race. Under the agreement A had to deposit Rs. 100 with B. Since A had no money he approached his friend C, who advanced the sum to him on the condition that A was to return Rs. 200 if he won the bet against B, but to return nothing if he lost. A won the bet against B. Can C recover Rs. 200 from A explain in detail with section.	6			

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 107
Subject Name	Legal and Business Environment (Micro & Macro)

Attainment Level Level 2

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	3	2	3	3	3	3	2	2	3	1	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-

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Amity Business School
Course Handout
Course : INDIAN ETHOS AND BUSINESS ETHICS
Course Code : MBA 108 , Credits : 02, Session :2023 - 24 (Odd Sem.), Class : MBA 1st Year
Faculty Name : Dr. Shweta Saxena

- A. Introduction:** The objective of this course is to help the students appreciate the essential complementarity between 'VALUES' and 'ETHICS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA108.1.** Come to know about Ethical Principles in Business.
 - MBA108.2.** Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.
 - MBA108.3.** Come to know about Value system for Managing stress at Work.
 - MBA108.4.** Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.
 - MBA108.5.** Come to know about Law of Ethics and Contemporary Approaches to Leadership.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
 - [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
 - [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
 - [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
 - [PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams
 - [PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.
 - [PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
 - [PO.8]. Effective Communication:** Developing effective presentation and communications skills for

[Type text]



communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Theories and Approaches of Ethics

Understanding the need for ethics, History & Relevance, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD).

Module II: Managing Ethical Dilemma in different Business Areas

Managing Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business, Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian approaches towards business ethics.

Module III: Value system for Managing stress at Work

Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture, StressManagement-Meditation for mental health, Yoga.

Module IV: Indian Ethos in Managerial Practices

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders.

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Module V: Law of Ethics

Contemporary Approaches to Leadership- Joint Hindu Family Business–Leadership Qualities of Karta, Indian Systems of Learning-Gurukul System of Learning , Advantages- Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.

F. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

G. Suggested Text/Reference Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.
- E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers , Oxford University Press
- B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books. 13.
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding the need for ethics	Lecture	MBA108.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
2	History & Relevance, Ethical values, myths and ambiguity, ethical codes	Lecture	MBA108.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Ethical Principles in Business; Theories of Ethics	Group Discussion	MBA108.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
4	Absolutism versus Relativism, Teleological approach, the Deontological approach	Group Discussion	MBA108.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Kohlberg's six stages of moral development (CMD).	Group Discussion	MBA108.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Managing Ethical Dilemma; Characteristics	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

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7	ethical dilemmas in different business areas of finance,	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
8	marketing HRM and international business	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
9	Ethical Culture in Organization	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
10	Developing codes of Ethics and conduct	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
11	Ethical and value based leadership.	Tutorial	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
12	Role of scriptures in understanding ethics	Lecture	MBA108.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	Indian wisdom & Indian approaches towards business ethics.	Lecture	MBA108.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Trans-Cultural Human Values, Secular v/s Spiritual Values ,	Lecture	MBA10 8.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
15	Value System in Work Culture	Lecture	MBA10 8.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Stress Management-Meditation for mental health, Yoga.	Group Discussion	MBA10 8.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
17	Principles Practiced by Indian Companies	Tutorial	MBA10 8.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business	Lecture	MBA10 8.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management	Lecture	MBA10 8.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
20	Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders.	Group Discussion	MBA10 8.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
21	Contemporary Approaches to Leadership- Joint Hindu Family Business–Leadership Qualities of Karta	Lecture	MBA10 8.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Indian Systems of Learning-Gurukul System of Learning, Advantages- Disadvantages of Karma	Lecture	MBA10 8.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



23	importance of Karma to Managers-Nishkama Karma- Laws of Karma	Lecture	MBA10 8.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
24	Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.	Group Discussion	MBA10 8.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	P S O 3
MBA108.1	Come to know about Ethical Principles in Business.				3	3	2	3			1			
MBA108.2	Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.		3		1		3		2	3	3			
MBA108.3	Come to know about Value system for Managing stress at Work.		3	1			3	2		3				
MBA108.4	Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management- Production and Consumption.	3	1	2				2		3				
MBA108.5.	Come to know about Law of Ethics and Contemporary Approaches to Leadership.			2		3					3			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA108 Indian Ethos and BusinessEthics		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 3	Q.2, Q4	Q5, Q4	Q.6		
<p>Student will be able to</p> <p>CO.1. Come to know about Ethical Principles in Business.</p> <p>CO.2. Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.</p> <p>CO.3. Come to know about Value system for Managing stress at Work.</p> <p>CO.4. Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya’s Arthashastra, Indian Heritage in Business, Management-Production and Consumption.</p> <p>CO.5. Come to know about Law of Ethics and Contemporary Approaches to Leadership.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the Concept of karma – meaning and importance to managers / corporate karma.				3
CO2	Q.2	Write a note on Leadership qualities with special reference to Indian thoughts.				6
CO3	Q.3	What is Indian Ethos? Explain the principles and characteristics of Indian Ethos				6
CO4	Q.4	Write a note on Personality Development throughYoga.				3
CO5	Q.5	Write your views about economic issues and competitive issues related with business ethics.				6
CO1	Q 6	Briefly explain the following : (a) Workers Rights and Duties (b) Workplace Safety (c) Employee Discrimination				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 108
Subject Name	Indian Ethos and Business Ethics
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX																
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10					
I SEM	MBA109	3	3	2	1	-	1	1	-	2	2					

[Type text]



Amity Business School
Course Handout
Course : INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS
Course Code : MBA109, Crédits : 02, Session :2023 - 24(Odd Sem.), Class : MBA 1st Year
Faculty Name : Dr. Naresh Kedia

A. Introduction: The objective of this course is to familiarize the prospective management aspirants with financial system & financial market in India with the role played by different financial markets as a platform for decision-making. It aims to equip the students with in-depth knowledge of business environment and domain knowledge, critical thinking, business analysis, problem solving and innovative solutions, global exposure and cross-cultural understanding, social responsiveness and ethics that they would find useful in their disciplines.

B. Course Outcomes: At the end of the course, students will be able to:

MBA109.1. Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.

MBA109.2. Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.

MBA109.3. Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.

MBA109.4. Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.

MBA109.5. Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[Type text]



[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem- solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start- ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/Quiz/Numerical/Presentation	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

- Module I: Introduction- Meaning, Importance, Role in the Indian Financial System, overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services, Financial services, Role of Financial Services in Economic Development.
- Module II: Merchant & Investment Banking- Counselling, Project Counselling and Appraisal, Loan Syndication and Accessing Debt and Capital Markets, Procedural aspects of public issues, bought out deals, Book Building, Pre-Issue Decision; Post Issue Management and related provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors, New Products in Capital Markets.
- Module III: Financial Market- Equity, Debt and Currency markets, Markets for short term financing requirements, financial sector reforms and financial markets, contemporary issues.
- Module IV: Mutual Funds- Concept of mutual fund and its advantages as a financial service, Mutual Funds types, Exchange Traded Funds, Fund of Funds, Organization and Management, Regulations of Mutual Funds.
- Module V: Other Financial services- Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Marketing of Financial Services, Cross Selling of Banking Services, Up-Selling, Wealth Management.

F. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. Text & References:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House.
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill.
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

[Type text]



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction & Meaning, Importance, Role in the Indian Financial System	Lecture	MBA109.1	Mid Term-1, Quiz & End Sem Exam
2	Overview of Financial Services in India	Lecture	MBA109.1	Mid Term-1, Quiz & End Sem Exam
3	Nature Scope and Types of Financial Services: fund based and non-fund based financial services	Lecture	MBA109.1	Mid Term-1, Quiz & End Sem Exam
4	Nature Scope and Types of Financial Services: fund based and non-fund based financial services	Lecture	MBA109.1	Mid Term, Quiz & End Sem Exam
5	Role of Financial Services in Economic Development	Lecture	MBA109.1	Mid Term, Quiz & End Sem Exam
6	Counselling, Project Counselling and Appraisal	Lecture	MBA109.2	Mid Term, Quiz & End Sem Exam
7	Loan Syndication and Accessing Debt and Capital Markets	Lecture	MBA109.2	Mid Term, Quiz & End Sem Exam
8	Procedural aspects of public issues, bought out deals, Book Building	Lecture	MBA109.2	Mid Term, Quiz & End Sem Exam
9	Pre-Issue Decision; Post Issue Management.	Lecture	MBA109.2	Mid Term, Quiz & End Sem Exam
10	Provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors & New Products in Capital Markets	Lecture	MBA109.2	Mid Term, Quiz & End Sem Exam
11	Equity, Debt and Currency markets	Lecture	MBA109.3	Mid Term, Quiz & End Sem Exam

[Type text]



12	Markets for short term financing requirements	Lecture	MBA109.3	Mid Term, Quiz & End Sem Exam
13	Financial sector reforms and financial markets	Lecture	MBA109.3	Mid Term, Quiz & End Sem Exam
14	Contemporary issues in Financial Market	Lecture	MBA109.3	Mid Term, Quiz & End Sem Exam
15	Concept of mutual fund and its advantages as a financial service	Lecture	MBA109.4	Quiz & End Sem Exam
16	Mutual Funds types	Lecture	MBA109.4	Quiz & End Sem Exam
17	Exchange Traded Funds, Fund of Funds.	Lecture	MBA109.4	Quiz & End Sem Exam
18	Organization and Management, Regulations of Mutual Funds	Lecture	MBA109.4	Quiz & End Sem Exam
19	Credit Rating: Concept of Credit Rating	Lecture	MBA109.5	Quiz & End Sem Exam
20	Types of Credit Rating.	Lecture	MBA109.5	Quiz & End Sem Exam
21	Advantages and Disadvantages of Credit Rating	Lecture	MBA109.5	Quiz & End Sem Exam
22	Credit Rating Agencies and Their Methodology and Process	Lecture	MBA109.5	Quiz & End Sem Exam
23	Marketing of Financial Services, Cross Selling of Banking Services,	Lecture	MBA109.5	Quiz & End Sem Exam
24	Up-Selling, Wealth Management	Lecture	MBA109.5	Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES				
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10				N A	N A	N A
MBA109.1	Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.	3	3	-	-	1	2	1	-	2	2						
MBA109.2	Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.	2	3	1	1	-	2	2	-	2	2						
MBA109.3	Develop the understanding about the	3	3	1	1	-	1	3	2	3	2						

[Type text]



	financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.																
MBA109.4	Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.	3	3	3	1	-	1	-	-	1	3						
MBA109.5	Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.	2	3	3	1	-	1	1	-	-	2						

[Type text]



Sample Question Paper

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR AMITY BUSINESS SCHOOL, MID-SEMESTER (SEM –I) 2023 - 24						
Class: MBA I Semester						
Subject Name: MBA 109 INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the Indian Financial System concept.				3
CO2	Q.2a	What are the essential characteristics of Loan Syndication?				3
	Q.2b	How is public issues and Capital Markets related to each other?				3
CO3	Q.3	Explain Currency markets and depicts its elements?				6
CO4	Q.4	Explain the significance of Exchange Traded Funds				3
CO4	Q.5a	Elaborate different Mutual Funds with example.				3
CO5	Q.5b	Write characteristics of Credit Rating.				3
CO5	Q.6	How methodology of Credit Rating agency works?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023 - 24
Course Name	MBA
Semester	1st Semester
Subject Code	MBA 109
Subject Name	Indian Financial system and Financial Markets
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	3	3	2	3	2	2	3	2	1	2	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-
			-	-	-	-	-	-	-	-	-	-	-	-
II SEM	MBA 201	2	3	1	3	2	3	3	2	2	2			

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : HUMAN RESOURCE MANAGEMENT
Course Code : MBA 201, Credits : 03, Session : 2023 - 24 (Odd Sem.), Class : MBA. 1st Year
Faculty Name : Dr. Deepali Soni

A. Introduction: *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

B. Course Outcomes: At the end of the course, students will be able to:

MBA 201.1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

MBA 201.2. To develop necessary skill set for application of various HR functions including training, development and compensation.

MBA 201.3. To integrate the knowledge of HR concepts to maintain employee relations.

MBA 201.4. Demonstrate emerging issues in human resource management.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Human Resource Management

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

Module II: Meeting Human Resource Requirements

[Type text]



Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

Module III: Training & Developing of Employees

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

Module IV: Managing Compensation

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

Module V: Employee Relations

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

Module VI: Emerging Trends in HRM

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

Case Studies: Some cases of real business world to supplement learning from the course.

Case Study - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4th Edition , PHI

[Type text]



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
2	HRM functions, Line and staff responsibility of HR Managers	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
3	HR as a Factor of Competitive Advantage	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
4	Human Resource Development	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
5	Changing Role of HR (Workforce diversity, Technological change, Restructuring)	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
6	Job Analysis, Job Description	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
7	Job Specification	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
8	Strategic Human Resource Planning	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
9	Recruitment, Selection Process,	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
10	Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection)	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
11	Placement and Induction	Lecture	MBA 201.1	Mid Term-1, Quiz & End Sem Exam
12	Training and development	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
13	Training need analysis	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



14	Delivery Methodology, Evaluation	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
15	Capacity Building	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
16	Understanding of Performance Management Systems	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
17	Performance Appraisal-methods, limitations and problems	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
18	Ethics in Performance Management, Potential Appraisal.	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
19	Compensation Management-, Job evaluation	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
20	Methods of Job Evaluation	Lecture	MBA 201.2	Mid Term-1, Quiz & End Sem Exam
21	Components of Pay Structure	Lecture	MBA 201.2	Mid Term-2, Quiz & End Sem Exam
22	incentives, bonus, ESOPs , Fringe Benefit	Lecture	MBA 201.2	Mid Term-2, Quiz & End Sem Exam
23	Designing and Administration of Wage and Salary Structure.	Lecture	MBA 201.2	Mid Term-2, Quiz & End Sem Exam
24	Overview of Industrial Relations and Labour Laws	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
25	Industrial disputes	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
26	Retirement/ Separation	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
27	Superannuation-Voluntary	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
28	Retirement Schemes-	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



29	Resignation-Discharge- Dismissal-Suspension- Layoff	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
30	Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.	Lecture	MBA 201.3	Mid Term-2, Quiz & End Sem Exam
31	Downsizing	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam
32	Outplacement	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam
33	Overview of Human Resource Information System (HRIS)	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam
34	Human Resource Information System (HRIS)	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam
35	Human Resource Outsourcing.	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam
36	Human Resource Outsourcing.	Lecture	MBA 201.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 201.1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.	2	3	2	1	3	2	1	3	2	2			
MBA 201.2	To develop necessary skill set for application of various HR functions including training, development and compensation.	3	3	2	2	3	2	2	2	2	2			
MBA 201.3	To integrate the knowledge of HR concepts to maintain employee relations.	2	3	2	1	3	2	1	3	2	2			
MBA 201.4	Demonstrate emerging issues in human resource management.	3	3	2	3	2	2	3	2	1	2			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023 - 24						
Class: MBA II Semester						
Subject Name: MBA 201 Human Resource Management		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the scope and nature of HRM.				3
CO1	Q.2a	What are the functions of HRM?				3
	Q.2b	Discuss the methods of interview?				3
CO1	Q.3	Elaborate the analysis of training need.				6
CO2	Q.4	Explain the significance of job description.				3
CO2	Q.5a	Differentiate between training and development.				3
	Q.5b	Describe the changing role of HRM.				3
CO2	Q.6	Explain the term 'performance Appraisal' and also discuss its process.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 201
Subject Name	Human Resource Management

Attainment Level 36% of the students secured more than 60% marks

Note:

Attainments

Level 1
Level 2
Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1
IF 70% of students secure more than 60% marks then level 2
IF 80% of students secure more than 60% marks then level 3

[Type text]





PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
II SEM	MBA202	2	3	3	1	2	3	3	1	2	2

[Type text]





Amity Business School
Course Handout
Course : Corporate Finance
Course Code : MBA202, Crédits : 03, Session :2023-24 (Even Sem.), Class : MBA 1st Year
Faculty Name :

A. Introduction: This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

B. Course Outcomes: At the end of the course, students will be able to:

MBA202.1. Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

MBA202.2. Come to know the valuation of Stocks and Bonds

MBA202.3. Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

MBA202.4. Will be able to do Capital Budgeting and Capital Investment Analysis

MBA202.5. Know about working capital management and know the factors influencing working capital policy

MBA202.6. Will be able to make Dividend Policy Decisions

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Introduction

Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

Module II: Valuation of stocks and Bonds , Valuation of Stocks and Bonds

Module III: Financing Decisions

Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

Module IV: Capital Budgeting/ Capital Investment Analysis

Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

Module V: Working Capital Management

Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

Module VI: Dividend Policy Decisions

An introduction: Different Schools of Thought on Dividend Policy.

Assignment: A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/ Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House



F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Financial Management	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Financial Management	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
3	Financial Management	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
4	Finance Function	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
5	Financial Goals	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
6	Agency Problem	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
7	Relationship of Finance with Accounts and Economics	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
8	Time Value of Money	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
9	Risk and Return	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
10	Risk and Return	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
11	Financial and Operating Leverage	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
12	Financial and Operating Leverage	Lecture	MBA202.1	Mid Term-1, Quiz & End Sem Exam
13	Valuation of Stocks and Bonds	Lecture	MBA202.2	Mid Term-1, Quiz & End Sem Exam
14	Valuation of Stocks and Bonds	Lecture	MBA202.2	Mid Term-1, Quiz & End Sem Exam
15	Valuation of Stocks and Bonds	Lecture	MBA202.2	Mid Term-1, Quiz & End Sem Exam
16	Valuation of Stocks and Bonds	Lecture	MBA202.2	Mid Term-1, Quiz & End Sem Exam
17	Financing Decisions	Lecture	MBA202.3	Mid Term-1, Quiz & End Sem Exam
18	Short term	Lecture	MBA202.3	Mid Term-1, Quiz & End Sem Exam
19	Long term	Lecture	MBA202.3	Mid Term-1, Quiz & End Sem Exam
20	Capital Structure	Lecture	MBA202.3	Mid Term-1, Quiz

[Type text]



				& End Sem Exam
21	Cost of Capital	Lecture	MBA202.3	Mid Term-2, Quiz & End Sem Exam
22	Capital Budgeting and Capital Investment Analysis	Lecture	MBA202.4	Mid Term-2, Quiz & End Sem Exam
23	Estimation of Cash Flows	Lecture	MBA202.4	Mid Term-2, Quiz & End Sem Exam
24	Criteria for Capital Budgeting Decisions	Lecture	MBA202.4	Mid Term-2, Quiz & End Sem Exam
25	Issues Involved in Capital Budgeting	Lecture	MBA202.4	Mid Term-2, Quiz & End Sem Exam
26	Risk analysis in Capital Budgeting	Lecture	MBA202.4	Mid Term-2, Quiz & End Sem Exam
27	Working Capital Management	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
28	Factors Influencing Working Capital Policy	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
29	Operating Cycle Analysis	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
30	Management of Inventory	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
31	Management of Receivables	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
32	Financing of Working Capital	Lecture	MBA202.5	Mid Term-2, Quiz & End Sem Exam
33	Dividend Policy Decisions	Lecture	MBA202.6	Mid Term-2, Quiz & End Sem Exam
34	Different Schools of Thought on Dividend Policy	Lecture	MBA202.6	Mid Term-2, Quiz & End Sem Exam
35	Different Schools of Thought on Dividend Policy	Lecture	MBA202.6	Mid Term-2, Quiz & End Sem Exam
36	Different Schools of Thought on Dividend Policy	Lecture	MBA202.6	Mid Term-2, Quiz & End Sem Exam

[Type text]



G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
MBA202.1	Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return	2	3	3	1	2	3	3			
MBA202.2	Come to know the valuation of Stocks and Bonds	2	3	2	2	1	3	3			
MBA202.3	Will be able to make Financing Decisions and know about sources of finance -short term, long term, capital structure and cost of capital	2	3	3	1	2	3	2			
MBA202.4	Will be able to do Capital Budgeting and Capital Investment Analysis	2	3	3	1	2	3	3			
MBA202.5	Know about working capital management and know the factors influencing working capital policy	2	3	3	1	2	3	3			
MBA202.6	Will be able to make Dividend Policy Decisions	2	3	3	2	2	3	3			

[Type text]



Sample Question Paper

AMITY BUSINESS SCHOOL I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA202 Corporate Finance		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,3,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.</p> <p>CO2: Come to know the valuation of Stocks and Bonds.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the Financial Management concept.				3
CO1	Q.2a	What are the characteristics of Financial Management?				3
	Q.2b	How is Finance and Economics related to each other?				3
CO1	Q.3	Write short notes on Risk and Return.				6
CO2	Q.4	Explain the significance of valuation of Stocks and Bonds				3
CO2	Q.5a	Elaborate Stocks with example.				3
	Q.5b	Write characteristics of Stocks and Bonds.				3
CO2	Q.6	How valuation of Stocks and Bonds are done?				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 202
Subject Name	Corporate Finance

Attainment Level 50% of the students secured more than 60% marks

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR
AMITY BUSINESS SCHOOL

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
II SEM	MBA203	2	3	2	2	2	3	2	2	3	3

[Type text]





Amity Business School
Course Handout
Course : INDIAN ECONOMY AND POLICIES
Course Code : MBA203, Credits : 02, Session : 2023-24 (Even Sem.), Class : MBA 1st Year
Faculty Name :

A. Introduction: This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

B. Course Outcomes: At the end of the course, students will be able to:

MBA203.1. To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

MBA203.2. Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

MBA203.3. Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.

MBA203.4. Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying

[Type text]



quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I

Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

Module II

Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

Module III

Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.

Module IV

Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

Examination Scheme:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.



F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to INDIAN ECONOMY AND POLICIES	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to INDIAN ECONOMY AND POLICIES	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
3	Economy of India under British Raj	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
4	Economy of India under British Raj	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
5	Major Features of the economy at independence	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
6	Economic Development since Independence	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
7	Business enterprises- Growth and economic reforms in Indian Economy	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
8	Business enterprises- Growth and economic reforms in Indian Economy	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
9	Business enterprises- Growth and economic reforms in Indian Economy	Lecture	MBA203.1	Mid Term-1, Quiz & End Sem Exam
10	Macroeconomic Overview	Lecture	MBA203.2	Mid Term-1, Quiz & End Sem Exam
11	Fiscal Policy and Monetary Policy of India	Lecture	MBA203.2	Mid Term-1, Quiz & End Sem Exam
12	Financial Sector Reforms- Policy and Performance	Lecture	MBA203.2	Mid Term-1, Quiz & End Sem Exam
13	Poverty and Inequality	Lecture	MBA203.2	Mid Term-1, Quiz & End Sem Exam
14	Poverty and Inequality	Lecture	MBA203.2	Mid Term-1, Quiz & End Sem Exam
15	Policies and Performance in Agriculture Growth	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam
16	Productivity, agrarian structure and technology	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam
17	Productivity, agrarian structure and technology	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam
18	Capital formation, trade, pricing and procurement	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam
19	Policies and Performance in Industry Growth	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam
20	Diversification: small scale industries, public sector,	Lecture	MBA203.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



	competition policy, foreign investment			
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21	Basic Drivers of Energy Demand	Lecture	MBA203.4	Mid Term-2, Quiz & End Sem Exam
22	Relationship between Economic Growth and Energy Demand	Lecture	MBA203.4	Mid Term-2, Quiz & End Sem Exam
23	Environmental externalities and state regulation of the environment	Lecture	MBA203.4	Mid Term-2, Quiz & End Sem Exam
24	Economic activity and climate change	Lecture	MBA203.4	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTC						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7
MBA203.1	Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy.	2	3	3	1	2	3	2

[Type text]



MBA203.2	Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.	2	3	2	2	1	3	2
MBA203.3	Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.	2	3	3	2	2	3	3
MBA203.4	Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, environmental externalities and state regulation of the environment; economic activity and climate change.	2	3	3	1	2	3	3

[Type text]



Sample Question Paper

AMITY BUSINESS SCHOOL I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA203 INDIAN ECONOMY AND POLICIES			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,3,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>CO2: Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief the Economy of India under British Raj.				3
CO1	Q.2a	What are the major features of the Indian economy at independence?				3
	Q.2b	Explain the economic reforms in Indian Economy?				3
CO1	Q.3	Write short notes on Economic Development since Independence.				6
CO2	Q.4	Explain the significance of Macroeconomics.				3
CO2	Q.5a	Elaborate Fiscal Policy and Monetary Policy of India.				3
	Q.5b	Discuss the Financial Sector Reforms in India.				3
CO2	Q.6	How Business enterprises-Growth and economic reforms are related to each other?				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 -24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 203
Subject Name	Indian Economy and Polity

Attainment Level 50% of the students secured more than 60% marks

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
I SEM	MBA101	3	3	2	3	2	2	3	2	1	2	-	-	-
	MBA102	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA103	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA104	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA105	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA106	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA107	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA108	-	-	-	-	-	-	-	-	-	-	-	-	-
	MBA109	-	-	-	-	-	-	-	-	-	-	-	-	-
II SEM	MBA 204	2	3	2	3	2	2	3	2	1	2			

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : Marketing Research
Course Code : MBA 204, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 1st Year
Faculty Name : Dr.

A. Introduction: *The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.*

B. Course Outcomes: At the end of the course, students will be able to:

MBA 204.1. To develop the understanding of research concept and research methodology to design the research framework.

MBA 204.2. To develop necessary skill set for choosing the sample and collecting the data for research.

MBA 204.3. To integrate the knowledge of statistical test and designing the research experiment.

MBA 204.4. Demonstrate the art of writing the research report.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[Type text]



[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Research Methodology and Research Methods

Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

Module II: Research Problem and Research Design

Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and

[Type text]



type of qualitative research. Quantitative research.

Module III: Sampling Design and Scaling Techniques

Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

Module IV: Data Collection and Field Force

Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

Module V: Statistical Inference- Test of Significance

Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

Module VI: Design and Analysis of Experiments

Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

Module VII: Report Writing

Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.
- Levin & Rubin (2004), Statistics for Management, 8th Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4th Ed, AlliedPublishers
- Dr. S. Shajahan (2004), Research Methods for Management 2nd Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Background to research	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
2	Developing a research proposal	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
3	Research paradigms- Contribution of research to theory and practice	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
4	Research paradigms- Contribution of research to theory and practice	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



5	Presentation and defence of proposal	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
6	Presentation and defence of proposal	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
7	Literature review: Identifying, accessing and managing sources of information and scholarly literature.	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
8	Academic writing and referencing	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
9	Steps in literature review development	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
10	Argumentation	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
11	Qualitative Methods	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
12	Nature and type of qualitative research. Quantitative research.	Lecture	MBA 204.1	Mid Term-1, Quiz & End Sem Exam
13	Census and sample survey	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
14	Criteria for selecting a sampling procedure	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
15	Criteria for selecting a sampling procedure	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
16	Measurement and Scaling	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
17	Measurement and Scaling techniques	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
18	Data collection methods	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
19	Data collection methods: Primary and secondary sources	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



20	Data entry and screening	Lecture	MBA 204.2	Mid Term-1, Quiz & End Sem Exam
21	Data entry and screening	Lecture	MBA 204.2	Mid Term-2, Quiz & End Sem Exam
22	Coding of questionnaires	Lecture	MBA 204.2	Mid Term-2, Quiz & End Sem Exam
23	Coding of questionnaires	Lecture	MBA 204.2	Mid Term-2, Quiz & End Sem Exam
24	Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.	Lecture	MBA 204.2	Mid Term-2, Quiz & End Sem Exam
25	Nature of Quantitative research	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
26	Descriptive and Inferential Statistics	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
27	Descriptive and Inferential statistics	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
28	Quantitative methods: Data and variables.	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
29	Associations: Correlation coefficient	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
30	bivariate regression. Multivariate Techniques	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
31	Reliability, validity and rigour	Lecture	MBA 204.3	Mid Term-2, Quiz & End Sem Exam
32	Content and Format of the Marketing Research Report	Lecture	MBA 204.4	Mid Term-2, Quiz & End Sem Exam
33	Quantitative and qualitative, Practical considerations.	Lecture	MBA 204.4	Mid Term-2, Quiz & End Sem Exam
34	Timelines, budgets, supervision and management	Lecture	MBA 204.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



35	Common Problems Encountered when Preparing the Marketing Research Report	Lecture	MBA 204.4	Mid Term-2, Quiz & End Sem Exam
36	Writing up qualitative research.	Lecture	MBA 204.4	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 1	PO 2	PO 3
MBA 204.1	To develop the understanding of research concept and research methodology to design the research framework.	2	3	2	1	3	2	1	3	2	2			
MBA 204.2	To develop necessary skill set for choosing the sample and collecting the data for research.	3	3	2	2	3	2	2	2	2	2			
MBA 204.3	To integrate the knowledge of statistical test and designing the research experiment	2	3	2	1	3	2	1	3	2	2			
MBA 204.4	Demonstrate the art of writing the research report.	3	3	2	3	2	2	3	2	1	2			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA 201 Marketing Research		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: To develop the understanding of research concept and research methodology to design the research framework. CO2: To develop necessary skill set for choosing the sample and collecting the data for research						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define the term 'Research'.				3
CO1	Q.2a	What are the contribution of research to theory and practice?				3
	Q.2b	What are the types of research?				3
CO1	Q.3	Explain in detail the proposal of Research.				6
CO2	Q.4	What do you mean by sample?				3
CO2	Q.5a	Differentiate between census and sample.				3
	Q.5b	Discuss the types of sampling.				3
CO2	Q 6	Elaborate the data collection methods.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 204
Subject Name	Marketing Research

Attainment Level Level 1

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX															
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10				
II SE M		-	-	-	-	-	-	-	-	-	-				
	MBA206	1	3	2	1	2	3	2	1	3	2				
		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			
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		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			

[Type text]





Amity Business School
Course Handout
Course : Quantitative Techniques
Course Code : MBA206, Credits : 03, Session : 2023-24 (Even Sem.) Class : MBA. II Year
Faculty Name :

Introduction: This course will help to students to understand the basic operations research concepts and terminologies involved in optimization techniques, and understand the mathematical tools that are needed to solve optimization problems. Student should be able to apply probability distributions as an aid to business decision making and operational excellence may become a source of sustained competitive advantage in both manufacturing and service operations.

A. Course Outcomes: At the end of the course, students will be able to:

MBA206.1 To understand the concepts of probability distribution and its relationship to Business.

MBA206.2. To apply concepts of forecasting under different conditions.

MBA206.3 To analyse probability based decisions in of different types in different conditions.

MBA206.4 To integrate the concept of Linear programming and business under various conditions.

B. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
ContinuousInternal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types ofleaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



D. Syllabus

Module I

Probability Distribution: Normal, Binomial and Poisson Distribution. Elementary Sampling Theory, Estimation Theory, Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.

Non-parametric methods: Chi-square Tests for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

Module II

Forecasting Techniques: Karl Person coefficient of correlation, Spearman's Rank methods, Regression Analysis – Estimated regression equation, least squares method, coefficient of determination. Analysis of Time Series and Business Forecasting: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Using Graphical, Semi average and Moving Average method. Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Module III

Linear Programming Problem: Concept and formulation, structuring of LPP, solution of LPP by graphical method (Maximization and minimization cases), Simplex method.

Transportation Problem: Initial Basic feasible solution method, Modified approximation method to find optimal solution of a TP, Introductory concept of Assignment Problem: Hungarian method for optimal assignment. Concept of Game theory and Queuing theory with simple business applications.

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

F. Suggested Text/Reference Books:

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Probability Distribution	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
2	Normal, Binomial and Poisson Distribution	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
3	Elementary Sampling Theory	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
4	Estimation Theory	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
5	Hypothesis testing: one sample and two sample tests for means	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
6	Hypothesis testing: proportions of large samples (z-test)	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
7	one sample and two sample tests	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
8	F-test for two sample standard deviations	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
9	Chi-square Tests for single sample standard deviation	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
10	Chi-square tests for independence of attributes	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
11	goodness of fit test	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
12	Forecasting Techniques	Lecture	MBA206.1	Mid Term-1, Quiz & End Sem Exam
13	Karl Person coefficient of correlation	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
14	Spearman's Rank methods	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
15	Estimated regression equation	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
16	least squares method	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
17	coefficient of determination	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
18	Analysis of Time Series	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Business Forecasting	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
20	Concept, Additive and Multiplicative models,	Lecture	MBA206.2	Mid Term-1, Quiz & End Sem Exam
21	Components of time series	Lecture	MBA206.2	Mid Term-2, Quiz & End Sem Exam
22	Trend analysis	Lecture	MBA206.2	Mid Term-2, Quiz & End Sem Exam
23	Using Graphical, Semi average and Moving Average method	Lecture	MBA206.2	Mid Term-2, Quiz & End Sem Exam
24	Least Square method	Lecture	MBA206.2	Mid Term-2, Quiz & End Sem Exam
25	Linear and Non- Linear equations	Lecture	MBA206.3	Mid Term-2, Quiz & End Sem Exam
26	- Linear and Non- Linear equations	Lecture	MBA206.3	Mid Term-2, Quiz & End Sem Exam
27	Linear Programming Problem:	Lecture	MBA206.3	Mid Term-2, Quiz & End Sem Exam
28	Linear Programming Problem: Concept and formulation	Lecture	MBA206.3	Mid Term-2, Quiz & End Sem Exam
29	Structuring of LPP	Lecture	MBA206.3	Mid Term-2, Quiz & End Sem Exam
30	Maximization and minimization cases	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
31	Simplex method	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
32	Transportation Problem	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
33	Target-market prospects.	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
34	Introductory market strategy	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
35	Initial Basic feasible solution method	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam
36	Modified approximation method	Lecture	MBA206.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10			P S O 1	P S O 2	P S O 3
MBA206.1	To understand the concepts of probability distribution and its relationship to Business.	-	3	-	3	3	3	2	-	3	2			1	1	1
MBA206.2	To apply concepts of forecasting under different conditions.	1	3	3	-	1	3	1	2	3	3			1	2	1
MBA206.3	To analyse probability based decisions in of different types in different conditions.	-	3	2	-	1	3	3	2	3	3			2	2	3
MBA206.4	To integrate the concept of Linear programming and business under various conditions.	1	3	2	-	1	3	1	2	3	3			1	1	2

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA 206 Quantitative Techniques		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Rememberin g	Understandin g	Applyin g	Analyzi ng	Evaluati ng	Creatin g
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>MBA.1 To understand the concepts of probability distribution and its relationship to Business.</p> <p>MBA.2. To apply concepts of forecasting under different conditions.</p> <p>MBA.3 To analyse probability based decisions in of different types in different conditions.</p> <p>MBA.4 To integrate the concept of Linear programming and business under various conditions.</p>						
CO Map	Question No.	Question				Mar ks
CO1	Q.1	Explain in brief concept of probability.				3
CO2	Q.2a	What is the nature of Forecasting?				3
	Q.2b	How concept of Forecasting is applied in business decisions?				3
CO2	Q.3	Elaborate Forecasting and determinants of Forecasting				6
CO2	Q.4	Explain the significance of Forecasting				3
CO3	Q.5a	Elaborate different types of probability based decision making				3
	Q.5b	Describe in brief probability based decisions.				3
CO4	Q 6	How Linear programming enables small-scale entrepreneurs?				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 206
Subject Name	Quantitative Techniques

Attainment Level 18% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX															
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10				
II SE M		-	-	-	-	-	-	-	-	-	-				
	MBA207	1	3	2	1	2	3	2	1	3	2				
		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			
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[Type text]





Amity Business School
Course Handout
Course : ENTREPRENEURSHIP
Course Code : MBA207, Credits : 02, Session :2023-24(Even Sem.), Class : MBA. 2 nd Year
Faculty Name :

Introduction: The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.

A. Course Outcomes: At the end of the course, students will be able to:

MBA207.1 the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.

MBA207.2. Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.

MBA207.3 Under different circumstances the learner will be able to select an appropriate form of enterprise.

MBA207.4 Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.

B. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[Type text]



[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

[Type text]



C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Entrepreneurial Psyche

The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.

Module II: Entrepreneurship Development

Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC.

[Type text]



Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

Module III: Growth and Development of Entrepreneurial Ventures

Identifying 'paying customer'. Developing market understanding- Narrowing focus- end user profiling. Ideal persona-market segmentation, market sizing- marketing plan, pricing- strategy Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

Module IV: Business Plan

How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

F. Suggested Text/Reference Books:

- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21st Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The entrepreneurial mind-set	Lecture	MBA207.1	Mid Term-1, Quiz & End Sem Exam
2	Key attributes of an entrepreneur: Desirable and acquirable Behaviour	Lecture	MBA207.1	Mid Term-1, Quiz & End Sem Exam
3	The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship	Lecture	MBA207.1	Mid Term-1, Quiz & End Sem Exam
4	Struggles, causes of failure, Product/market, financing, managerial resilience.	Lecture	MBA207.1	Mid Term-1, Quiz & End Sem Exam
5	How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.	Lecture	MBA207.1	Mid Term-1, Quiz & End Sem Exam
6	Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam
7	Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists.	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam
8	Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. Explaining to family, entrepreneurial stress	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam
9	Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution.	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



10	Trends, imperatives, benefits. The players involved in the eco-system, business incubators	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam
11	Rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the world of start-ups.	Lecture	MBA207.2	Mid Term-1, Quiz & End Sem Exam
12	Identifying 'paying customer'	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
13	Developing market understanding- Narrowing focus-end user profiling.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
14	Ideal persona-market segmentation, market sizing-marketing plan, pricing- strategy Rigor of another kind.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
15	Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
16	Go live, what proof of concept is needed- Minimum viable product – Name of product/service.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
17	Website, visiting card, office space. Valuation and harvesting.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
18	Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.	Lecture	MBA207.3	Mid Term-1, Quiz & End Sem Exam
19	How to develop it. What all should it have. What it shouldn't have.	Lecture	MBA207.4	Mid Term-1, Quiz & End Sem Exam
20	Unit economics. Scalability. Defensibility.	Lecture	MBA207.4	Mid Term-1, Quiz & End Sem Exam
21	Venture feasibility analysis. Pitching. Legal matters.	Lecture	MBA207.4	Mid Term-2, Quiz & End Sem Exam
22	Organisational form. Sole Proprietorship, partnership, corporation.	Lecture	MBA207.4	Mid Term-2, Quiz & End Sem Exam
23	Intellectual property rights. Copyrights, trademarks, patents. Tax.	Lecture	MBA207.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



24	Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.	Lecture	MBA207.4	Mid Term-2, Quiz & End Sem Exam
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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES															
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10						
MBA207.1	the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.	2	3	2	1	2	3	2	1	3	2						
MBA207.2	Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.	1	2	3	3	1	3	1	2	3	3						
MBA207.3	Under different circumstances the learner will be able to select an appropriate form of enterprise.	3	3	2	3	1	3	3	2	3	3						
MBA207.4	Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a enterprise.	1	3	2	3	1	3	1	2	3	3						

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA 207 Entrepreneurship		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>MBA207.1 the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p>MBA207.2. Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> <p>MBA207.3 Under different circumstances the learner will be able to select an appropriate form of enterprise.</p> <p>MBA207.4 Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.</p>						
CO Map	QuestionNo.	Question				Marks
CO1	Q.1	Explain in brief . Myths and realities of entrepreneurship.				3
CO2	Q.2a	What is Entrepreneurial Perspective in Individuals?				3
	Q.2b	What is Financing mix and the financing continuum shareholding?				3
CO2	Q.3	Elaborate ‘paying customer’				6
CO2	Q.4	Explain Valuation and harvesting				3
CO3	Q.5a	Elaborate Venture feasibility analysis.				3
	Q.5b	Describe different conditions for operations management				3
CO4	Q 6	Explain Intellectual property rights				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 207
Subject Name	Entrepreneurship

Attainment Level Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX															
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10				
II SE M		-	-	-	-	-	-	-	-	-	-				
	MBA208	1	3	2	1	3	3	2	1	3	2				
		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			
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		-	-	-	-	-	-	-	-	-	-	-			
		-	-	-	-	-	-	-	-	-	-	-			

[Type text]





Amity Business School
Course Handout
Course : ORGANISATION DESIGN
Course Code : MBA208, Crédits : 02, Session :2023-24(Even Sem.), Class : MBA. 2 nd Year
Faculty Name :

Introduction: This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships.

A. Course Outcomes: At the end of the course, students will be able to:

MBA208.1 Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

MBA208.2. The student will be able to evaluate and design functional level strategies for any organization.

MBA208.3 The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).

MBA208.4 The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

B. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[Type text]



[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



D. Syllabus

Module I: Understanding organizations, Organization structure,-Organization and stakeholders- Organizations and environmental influences- The Environmental Domain. Environmental Uncertainty. Goals and Effectiveness Organizational strategy: Industry Analysis: Porter's five forces, Value Chain Activities.

Module II: Organizational design - The evolution of organization theory and design, Dimensions of organization design: structural and conceptual, Alternative structures- Management process - Authority and organizational control mechanisms.

Module III: Managing organizational culture Technology and organizational design- Organizational Level Technology. Departmental technology. The Impact of Technology on People. Organizational decision making and organizational learning & knowledge management.

Module IV : Organizational Change Management

Organizational Life cycle ,Organizational change management- Managing organizational conflict, power and politics.

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

F. Suggested Text/Reference Books:

- Richard D. Daft (2013), Organization Theory and Design (11 th ed.), Mason, OH: South-Western, Cengage Learning
- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.
- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of organizations	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding organizations	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
3	Organization structure,- Organization and stakeholders	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
4	Organizations and environmental influences- The Environmental Domain.	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
5	Environmental Uncertainty	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
6	Goals and Effectiveness Organizational strategy:	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
7	Industry Analysis: Porter's five forces,	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
8	Value Chain Activities.	Lecture	MBA208.1	Mid Term-1, Quiz & End Sem Exam
9	Organizational design	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
10	The evolution of organization theory and design	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
11	Dimensions of organization design structural	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
12	Dimensions of organization design conceptual	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
13	Alternative structures- Management process	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
14	Authority and organizational control mechanisms	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
15	Managing organizational culture Technology and organizational design	Lecture	MBA208.2	Mid Term-1, Quiz & End Sem Exam
16	Organizational Level Technology	Lecture	MBA208.3	Mid Term-1, Quiz & End Sem Exam
17	Departmental technology	Lecture	MBA208.3	Mid Term-1, Quiz & End Sem Exam
18	The Impact of Technology on People	Lecture	MBA208.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Organizational decision making	Lecture	MBA208.3	Mid Term-1, Quiz & End Sem Exam
20	organizational learning and knowledge management	Lecture	MBA208.3	Mid Term-1, Quiz & End Sem Exam
21	Organizational Life cycle	Lecture	MBA208.4	Mid Term-2, Quiz & End Sem Exam
22	Organizational Change Management	Lecture	MBA208.4	Mid Term-2, Quiz & End Sem Exam
23	Managing organizational conflict	Lecture	MBA208.4	Mid Term-2, Quiz & End Sem Exam
24	Managing organizational power and politics	Lecture	MBA208.4	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES															
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10						
MBA208.1	Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.	3	3	2	3	3	3	2	1	3	2						
MBA208.2	Analyse and The student will be able to evaluate and design functional level strategies for any organization.	1	3	3	2	1	3	1	2	3	3						
MBA208.3	The future managers/ students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behavior and demonstrate skills required for working in groups (team building).	1	3	2	1	1	3	3	2	3	3						
MBA208.4	The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.	1	3	2	3	1	3	1	2	3	3						

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA 208 ORGANISATION DESIGN		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>MBA208.1 Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.</p> <p>MBA208.2. The student will be able to evaluate and design functional level strategies for any organization.</p> <p>MBA208.3 The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).</p> <p>MBA208.4 The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.</p>						
CO Map	QuestionNo.	Question				Marks
CO1	Q.1	Describe Porter's Five Forces Analysis.				3
CO2	Q.2a	What are the dimensions in organizational design?				3
	Q.2b	What is meant by organizational learning?				3
CO2	Q.3	Explain in detail about organizational life cycle and its importance.				6
CO2	Q.4	“In any organization, it is very vital to create and sustain the culture” – Substantiate the statement.				3
CO3	Q.5a	What is Conflict? What are its causes and how it can be managed effectively? Explain.				3
	Q.5b	Define organizational change and explain why do individual resist to change.				3
CO4	Q 6	What are the types of organizational design? Examine the need and significance of sound organization design.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 208
Subject Name	Organisational Design

Attainment Level 50% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : CORPORATE STRATEGY
Course Code : MBA 209, Credits : 03, Session :2023-24 (Even Sem.), Class : MBA. 2nd Year

Introduction The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top-management of an organization does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.

A. Course Outcomes: At the end of the course, students will be able to:

MBA209.1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

MBA209.2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

MBA209.3. Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

MBA209.4. Students will be able to develop their capacity to think and execute strategically.

MBA209.5: Enhanced ability to identify strategic issues and design appropriate courses of action.

B. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide

[Type text]



innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



D. Syllabus

Module I: Introduction and Purpose of Strategy Formulation

Evolution and Introduction to strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of stakeholders in business.

Module II: Strategic Analysis

The external environment. PESTLE Analysis, Stakeholder analysis, Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis, McKinsey's 7S Framework.

Module III: Strategic Choice – Traditional Approach

Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

Module IV: Industry Structures and Competitive Strategies

Industry Structures and Lifecycle stages, Non-market strategies, Advantages and Disadvantages of Defensive and Offensive strategies, Competing through business models. Competitive advantage and firm resources. The dynamics of competitive advantage, competitive advantage to corporate advantage – Integrative analysis.

Module V: Strategy Implementation and Evaluation

Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics and Corporate Social Responsibility (CSR). Measuring performance and establishing strategic controls.

Module VI: Case Studies

Concepts will be illustrated using case studies in a variety of industries
Case studies for reference: SUNMICROSYSTEMS, KODAK, GOOGLE, SONY, DELL

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

F. Text & References:

- Wheelen and Hunger (2008), Essentials of Strategic Management, Prentice Hall India.
- Ramaswamy and Namakumari (1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.
- Jausch & Glueck (1988), Business Policy and Strategic Management, (5th Ed.), McGraw Hill.
- Thomson & Strickland (2008), Business Policy and Strategic Management, (12th Ed.), McGraw Hill.

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Evolution and Introduction to strategic management	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
2	Concept and Classification of Corporate and Business Strategy with Hierarchy definition	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
3	Purpose of Strategy Formulation	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
4	Concept of Vision, Mission and Business Definition.	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
5	Importance of stakeholders in business	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
6	The external environment	Lecture	MBA209.2	Mid Term-1, Quiz & End Sem Exam
7	PESTLE Analysis	Lecture	MBA209.2	Mid Term-1, Quiz & End Sem Exam
8	Stakeholder analysis	Lecture	MBA209.2	Mid Term-1, Quiz & End Sem Exam
9	Strategic Advantage Profile (SAP), Porter's Value Chain Analysis	Lecture	MBA209.2	Mid Term-1, Quiz & End Sem Exam
10	Risk & return of single security and portfolio of securities	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
11	Measurement of risk – calculation of Mean deviation	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
12	Standard Deviation	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
13	Beta value- Ex-ante and Ex-post beta	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
14	Negative beta and its significance in investment decision.	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
15	Fundamental analysis: Economy analysis, Industry analysis	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
16	Company analysis- financial and non- financial analysis	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
17	International events and its impact on security market	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
18	Technical analysis - Various Technical analysis tools like Moving averages	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Volume Analysis, Indicators	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
20	RSI, Patten analysis, Candle sticks, Market breadth analysis	Lecture	MBA209.1	Mid Term-1, Quiz & End Sem Exam
21	Trend analysis, Elliot wave, ROC/RSI	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
22	lagging indicators and leading indicators analysis	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
23	Reading and interpretations of technical patterns and charts	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
24	Other tools to Forecast the market and take Entry and exit decisions; Dow Theory	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
25	Introduction to portfolio management	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
26	efficient market theory	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
27	efficient portfolio and efficient frontier	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
28	Valuation by PE ratio /Book value to price value analysis	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
29	Markowitz diversification	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
30	Single Index Model, CAPM, Arbitrage pricing theory	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
31	Estimation of Portfolio beta	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
32	Separation of risks into systematic and unsystematic risk	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
33	motivation for partitioning of risk	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
34	calculation of portfolio risk and return, optimal portfolio selection.	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
35	Role of Fund Manager	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
36	Portfolio management services	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
37	Churning and revision of Portfolio - Need for revision	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
38	different techniques of revision	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
39	Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam

[Type text]



40	Portfolio re balancing and up gradation, Sharpe"performance Index	Lecture	MBA209.1	Mid Term-2, Quiz & End Sem Exam
41	Trennor"performance Index, Jensen's performance Index	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
42	Managing equity and bond funds- Managing Mutual Funds	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
43	Practical assignment of virtual trading mechanism of stock markets on popular trading platforms	Lecture	MBA311.5	Mid Term-2, Quiz & End Sem Exam
44	Trennor"performance Index, Jensen's performance Index	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
45	Managing equity and bond funds- Managing Mutual Funds	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA209.1	Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.	2	2	2	-	3	1	-	3	2	2	2	2	3
MBA209.2	Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and Inter disciplinary nature.	2	2	1	-	2	-	-	2	3	2	3	3	2
MBA209.3	Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.	2	2	-	1	2	-	-	2	2	3	2	1	1
MBA209.4	Students will be able to develop their capacity to think and execute strategically.	2	2	-	2	3	-	-	2	2	2	3	2	1
MBA209.5	Enhanced ability to identify strategic issues and design appropriate courses of action.	3	2	-	2	3	1	-	2	2	2	2	2	3

[Type text]



Sample Question Paper

Amity Business School DEMOCRACY AND GOVERNANCE IN INDIA I MID-SEMESTER (SEM –II) 2023-24						
Class: MBA II Semester						
Subject Name: MBA 209 CORPORATE STRATEGY		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO1: Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> <p>CO1: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.</p> <p>CO1: Students will be able to develop their capacity to think and execute strategically.</p> <p>CO1: Enhanced ability to identify strategic issues and design appropriate courses of action.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the Concept and Classification of Corporate and Business Strategy.				3
CO1	Q.2a	What do you understand by mission and vision?				3
	Q.2b	Briefly explain the external environment.PESTLE Analysis.				3
CO1	Q.3	Write a note on McKinsey's 7S Framework				6
CO2	Q.4	Explain Importance of stakeholders in business.				3
CO2	Q.5a	Elaborate Annual Budget Regime.				3
	Q.5b	Discuss Porter's Model of competitive advantage.				3
CO2	Q 6	What do you understand by SWOT Analysis. Explain Explain with example				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	2nd Semester
Subject Code	MBA 209
Subject Name	Corporate Strategy

Attainment Level Level 3

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA 301	3	2	2	2	3	3	3	1	2	2			

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course : PROJECT MANAGEMENT
Course Code : MBA 301, Credits : 03, Session :2023-24(Odd Sem.), Class : MBA. 2 nd Year
Faculty Name : DR.

A. Introduction: Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.

B. Course Outcomes: At the end of the course, students will be able to:

MBA 301.1: To understand the context of project management

MBA 301.2: To analyse and elaborate on the Project Selection and Appraisal. MBA 301.3: To gain knowledge of project planning and organisation.

MBA 301.4: To identify the role of risk management plan and cost estimation.

MBA 301.5: To understand how subcontract administration and control are practiced in the industry.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuouss Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance required to be maintained by a student to be qualified for taking up the End Semester examination.The allow of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Context of Project Management

Concept of Projects, Project Management, importance; Project Goals, Functions; Categories of Projects, Phases of Projects, 7S' of Projects; Life Cycles

Module II: Project Selection and Appraisal

Criteria for selection: Checklist Model, Scoring Model, Analytic Hierarchy Process, Profile Model; identification of the project; Request for Proposal; Project appraisal: Technical, Commercial, Economic, Financial and Management appraisal; Feasibility Study: Payback Period, NPV, IRR, Options Model; Detailed Project Report

Module III: Project Planning and Organization

Project Planning: Planning steps, Master plan; Defining Project Scope, Developing Work Breakdown Structure, Project Activity, Project Coordination, Scheduling Charts; Schedule, Gantt Charts, CPM and PERT Project Team, Role of the leader; Project Organization: Pure, Matrix, Mixed; Project Portfolio Management

Module IV: Cost Estimation, Budgeting, Measurement of Risk

Cost Estimating Process, Budgets and Estimates; Cost-Time Overrun; Risk analysis, Project Management Information System

Module V: Project Review and Control

Control Process, Cybernetic controls, Go-No-go Controls, Post controls; Project Quality Control; Critical Chain Project Management; Project Closeout; Project Termination and Abandonment Analysis; Project Audit

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Projects	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
2	Project Management	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
3	Importance	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



4	Project Goals	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
5	Functions	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
6	Categories of Projects	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
7	Phases of Projects	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
8	7S' of Projects	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
9	Life Cycles	Lecture	MBA 301.1	Mid Term-1, Quiz & End Sem Exam
10	Criteria for selection	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
11	Checklist Model, Scoring Model	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
12	Analytic Hierarchy Process	Lecture	MBA 301.3	Mid Term-1, Quiz & End Sem Exam
13	Profile Model	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
14	identification of the project	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
15	Request for Proposal	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
16	Project appraisal	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
17	Technical, Commercial, Economic, Financial and Management appraisal	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
18	Feasibility Study: Payback Period, NPV, IRR	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Options Model; Detailed Project Report	Lecture	MBA 301.2	Mid Term-1, Quiz & End Sem Exam
20	Project Planning: Planning steps	Lecture	MBA 301.3	Mid Term-1, Quiz & End Sem Exam
21	Master plan	Lecture	MBA 301.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Project Scope	Lecture	MBA 301.3	Mid Term-2, Quiz & End Sem Exam
23	Developing Work Breakdown Structure,	Lecture	MBA 301.3	Mid Term-2, Quiz & End Sem Exam
24	Project Activity, Project Coordination	Lecture	MBA 301.3	Mid Term-2, Quiz & End Sem Exam
25	Scheduling Charts; Schedule	Lecture	MBA 301.3	Mid Term-1, Quiz & End Sem Exam
26	Gantt Charts, CPM and PERT Project Team	Lecture	MBA 301.3	Mid Term-1, Quiz & End Sem Exam
27	Team, Role of the leader	Lecture	MBA 301.3	Mid Term-1, Quiz & End Sem Exam
28	Project Organization: Pure, Matrix, Mixed; Project Portfolio Management	Lecture	MBA 301.3	Mid Term-2, Quiz & End Sem Exam
29	Cost Estimating Process	Lecture	MBA 301.4	Mid Term-2, Quiz & End Sem Exam
30	Budgets and Estimates; Cost-Time Overrun	Lecture	MBA 301.4	Mid Term-2, Quiz & End Sem Exam
31	Risk analysis	Lecture	MBA 301.4	Mid Term-2, Quiz & End Sem Exam
32	Project Management Information System	Lecture	MBA 301.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



33	Control Process, Cybernetic controls, Go-No-go Controls	Lecture	MBA 301.5	Mid Term-2, Quiz & End Sem Exam
34	Post controls; Project Quality Control	Lecture	MBA 301.5	Mid Term-2, Quiz & End Sem Exam
35	Critical Chain Project Management	Lecture	MBA 301.5	Mid Term-2, Quiz & End Sem Exam
36	Project Closeout; Project Termination and Abandonment Analysis; Project Audit	Lecture	MBA 301.5	Mid Term-2, Quiz & End Sem Exam

H. Suggested Text/Reference Books:

- Gray & Larson (2008), Project Management, Tata McGraw-Hill
- Harvard Business School Press (2007), The Essentials of Project Management (for HRProfessionals)
- Kerzner (2008), Project Management, John Wiley
- Kloppenborg (2009), Contemporary Project Management, Cengage.
- Maylor (2008), Project Management, Pearson India
- Meredith, Mantel, (2008), Project Management, Wiley India
- Nagarajan (2008), Project Management, New Age Publishers
- Nicholas and Steyn (2008), Project Management for Business, Engineering, & Technology, Elsevier India
- Pinto (2009), Project Management: Achieving Competitive Advantage, Pearson India, Delhi

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	P S O 3
MBA 301.1	<i>To understand the context of project management</i>	3	3	3	2	3	2	1	1	2	2	-	-	-
MBA 301.2	<i>To analyse and elaborate on the Project Selection and Appraisal.</i>	3	3	2	2	3	1	1	2	2	2	-	-	-
MBA 301.3	<i>To gain knowledge of project planning and organisation.</i>	3	3	1	1	3	2	1	1	1	2	-	-	-
MBA 301.4	<i>To identify the role of risk management plan and cost estimation.</i>	3	3	2	3	2	2	2	2	1	2	-	-	-
MBA 301.5	<i>To understand how subcontract administration and control are practiced in the industry.</i>	3	2	2	2	3	1	2	2	2	2	-	-	-

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER(SEM-III)2023-24						
Class: MBA III Semester						
Subject Name: MBA 301 Project Management		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to <i>CO1: To understand the context of project management</i> <i>CO2: To analyse and elaborate on the Project Selection and Appraisal.</i>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Discuss the concept of Projects.				3
CO1	Q.2a	What is 7S' of Projects? Explain				3
	Q.2b	Elaborate the Phases of Projects.				3
CO1	Q.3	Explain the Checklist Model, Scoring Model in detail.				6
CO2	Q.4	What are the criteria for project selection?				3
	Q.5a	Differentiate between CPM and PERT				3
CO2	Q.5b	Describe in brief the Project appraisal management.				3
CO2	Q6	Briefly explain Feasibility Study. Explain your answer with Payback Period, NPV, IRR, Options Model; Detailed Project Report.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 301
Subject Name	Project Management

Attainment Level Level 3

Note:

Attainments

Rubric

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO 1: To solve complex business problems by applying fundamental knowledge of management of finance domains.

PSO 2: To instil in students the ability to gain multidisciplinary knowledge of finance through simulated problems, case studies, projects, and industrial training.

PSO 3: To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional financial managerial practise.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III-Sem MBA 307	CO1	3	2	-	-	3	1	-	2	2	2	2	2	3
	CO2	2	2	1	-	3	-	-	2	3	2	3	2	1
	CO3	1	2	-	1	3	-	-	2	2	2	2	1	1
	CO4	2	2	-	2	3	-	-	2	2	2	3	2	1
III-Sem MBA 308	CO1	3	2	-	-	3	1	-	2	2	1	2	2	1
	CO2	2	3	1	-	3	-	-	2	2	2	3	2	1
	CO3	1	2	-	1	2	-	-	2	1	3	2	1	1
	CO4	2	2	-	2	3	-	-	2	2	2	1	2	1

[Type text]



	CO5	3	2	-	-	3	1	-	2	2	2	2	2	3
III-Sem	CO1	2	3	-	-	3	2	-	3	2	1	2	2	3
MBA 309	CO2	2	2	1	-	1	-	-	2	2	1	3	3	1
	CO3	1	2	-	1	1	-	-	2	3	2	2	1	2
	CO4	2	2	-	2	3	-	-	2	2	2	3	2	1
	CO5	3	2	-	-	3	1	-	2	2	2	2	2	3
III-Sem	CO1	2	2	-	-	3	1	-	2	2	2	2	2	3
MBA 310	CO2	2	2	1	-	1	-	-	2	2	2	3	2	1
	CO3	1	2	-	1	2	-	-	2	1	2	3	1	1
	CO4	2	3	-	2	3	-	-	2	2	2	3	2	1
III-Sem	CO1	3	2	-	-	3	1	-	3	2	2	2	2	3
MBA 311	CO2	2	1	1	-	2	-	-	2	3	2	3	2	2
	CO3	1	1	-	1	2	-	-	2	2	3	2	1	1
	CO4	2	2	-	2	3	-	-	2	2	2	3	2	1
	CO5	3	2	-	-	3	1	-	2	2	2	2	2	3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course : Valuation
Course Code : MBA 307, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year

A. Introduction: The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.

B. Course Outcomes: At the end of the course, students will be able to:

MBA307.1. Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

MBA307.2. Analyzing the learning and understand techniques of various valuation models

MBA307.3. applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

MBA307.4. Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and

[Type text]



techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I:

DCF estimation issues and valuation: Introduction and Discussion of Valuation Techniques, Valuing a Company using DCF. Calculating the Discount Rate: The CAPM. Calculating and un-levering/re-levering beta.

Case 1 – Air Thread (HBS Case #4263).

Module II:

Relative valuation: Valuing a company with comparables and multiples; selecting comparable companies; Other Valuation Models: Cost Approach, Flow to Equity, EVA. Equity Control Premiums & Liquidity Discounts. Valuing LBOs and M&A transactions, earnings accretion and dilution in M&A transactions. Valuing Financial Institutions.

Case 2 – Boston Beer (HBS Case #9-196-138)

Module III:

Financial Options Descriptions and Payoff diagrams; applications and analogies to enterprise valuation and the valuation of debt and equity claims. Valuation of Financial Options Black-Scholes and Binomial pricing models; Introduction (brief) to Real Options.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Prentice Hall, 2010 2nd Edition, ISBN 0136117015.
- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.(2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of valuation	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



2	Discussion of Valuation Techniques	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam
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[Type text]



3	Valuing a Company using DCF	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam
4	Calculating the Discount Rate	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam
5	The CAPM	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam
6	Calculating and unlevering/re-levering beta.	Lecture	MBA307.1	Mid Term-1, Quiz & End Sem Exam
7	Case 1 – Air Thread (HBS Case #4263).	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
8	Valuing a company with comparables and multiples	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
9	selecting comparable companies	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
10	Other Valuation Models: Cost Approach	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
11	Flow to Equity	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
12	EVA	Lecture	MBA307.2	Mid Term-1, Quiz & End Sem Exam
13	Equity Control Premiums & Liquidity Discounts	Lecture	MBA307.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



14	Valuing LBOs and M&A transactions	Lecture	MBA307.3	Mid Term-1, Quiz & End Sem Exam
15	earnings accretion and dilution in M&A transactions	Lecture	MBA307.3	Mid Term-1, Quiz & End Sem Exam
16	Valuing Financial Institutions	Lecture	MBA307.3	Mid Term-1, Quiz & End Sem Exam
17	Case 2 – Boston Beer (HBS Case #9-196-138)	Lecture	MBA307.3	Mid Term-1, Quiz & End Sem Exam
19	Financial Options: Introduction	Lecture	MBA307.4	Mid Term-1, Quiz & End Sem Exam
20	Descriptions and Payoff diagrams	Lecture	MBA307.4	Mid Term-1, Quiz & End Sem Exam
21	applications and analogies to enterprise valuation	Lecture	MBA307.4	Mid Term-2, Quiz & End Sem Exam
22	valuation of debt and equity claims	Lecture	MBA307.4	Mid Term-2, Quiz & End Sem Exam
23	Valuation of Financial Options Black-Scholes	Lecture	MBA307.4	Mid Term-2, Quiz & End Sem Exam
24	Binomial pricing models	Lecture	MBA307.4	Mid Term-2, Quiz & End Sem Exam
25	Introduction (brief) to Real Options	Lecture	MBA307.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



26	Case study from module 1	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam
27	Case study from module 1	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam
28	Case study from module 2	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam
29	Case study from module 2	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam
30	Case study from module 3	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam
31	Case study from module 3	Case study	MBA307.4	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	P S O 3
MBA307.1	Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.	3	2	-	-	3	1	-	2	2	2	2	2	3

[Type text]



MBA3 07.2	Analyzing the learning and understand techniques of various valuation models	2	2	1	-	3	-	-	2	3	2	3	2	1
MBA3 07.3	Applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.	1	2	-	1	3	-	-	2	2	2	2	1	1
MBA3 07.4	Evaluating and appreciating contemporary project management tools and methodologies in Indian context.	2	2	-	2	3	-	-	2	2	2	3	2	1

[Type text]



Sample Question Paper

Amity Business School
I MID-SEMESTER (SEM –3) 2023-24

Class: MBA 3rd Semester

Subject Name: MBA 307 Valuation		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1 Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

CO2 Analysing the learning and understand techniques of various valuation models.

CO3: applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

CO Map	Question No.	Question	Mark
CO1	Q.1	Explain in brief CAPM	3
CO1	Q.2a	Explain about valuation and Discussion of Valuation Techniques?	3
	Q.2b	Elaborate equity control premiums & liquidity discounts	3
CO1	Q.3	Elaborate valuing LBOs.	6
CO2	Q.4	Explain Financial Options and payoff diagram.	3
CO2	Q.5a	Elaborate equity Control Premiums & Liquidity Discounts.	3
	Q.5b	Describe in brief about real options.	3
CO2	Q.6	Discuss in brief about earnings accretion and dilution in M&A transactions.	6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 307
Subject Name	Valuation
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]



AMITY BUSINESS SCHOOL
Course Handout
Course : Project Appraisal and Finance
Course Code : MBA 308, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year

A. Introduction: The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

B. Course Outcomes: At the end of the course, students will be able to:

CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.

CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control

CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects.

CO4: Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment

CO5: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Overview and structuring of Project Financing

Cost of Project, Means of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirements and its Financing, Profitability Projections, Break Even Point, Projected Balance Sheets, Muti Year Projections, Basic Principles for Measuring Project Cash Flows, Components of the Cash Flow Stream, Biases in Cash Flow Estimation

Module II: Managing project risks

Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Optimal Timing, Social Cost Benefit Anaysis, Net Benefit in terms of Economic Prices, Measurement of the Impact on Distribution, Savings Impact and its value, Income Distribution Impact, Little-Mirrlees Approach, Shadow Prices

Module III: Financing Projects: Methods of Project Financing, Share capital – equity capital and preference capital, Term loan, Debenture capital, Commercial banks, Bills discounting, Seed Capital, Stages in Project Financing

F. Text & References:

- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.(2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Machiraju H.R.(2001), Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.
- Finnerty J. D.(1996), Project Financing: Asset-Based Financial Engineering, Wiley
- Newbold C.R.,(1998), Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Anthony R.N. & Govindrajan V.(1998), Management Control Systems, Tata McGraw-Hill
- Desai V.(1997), Project Management, Himalaya Publishing House

G. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

H. Lecture Plan

[Type text]



I.

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Cost of Project and Means of Finance	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
2	Estimates of Sales and Production	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
3	Cost of Production	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
4	Working Capital Requirements and its Financing	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
5	Profitability Projections	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
6	Break Even Point	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
7	Projected Balance Sheets	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
8	Muti Year Projections	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
9	Basic Principles for Measuring Project Cash Flows	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
10	Components of the Cash Flow Stream	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
11	Biases in Cash Flow Estimation	Lecture	MBA308.1	Mid Term-1, Quiz & End Sem Exam
12	Types and Measures of Project Risk	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
13	Sensitivity Analysis	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
14	Scenario Analysis	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
15	Optimal Timing	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
16	Social Cost Benefit Anaysis	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
17	Net Benefit in terms of Economic Prices	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
18	Measurement of the Impact on Distribution	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Savings Impact and its value	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
20	Income Distribution Impact	Lecture	MBA308.2	Mid Term-1, Quiz & End Sem Exam
21	Little-Mirrlees Approach	Lecture	MBA308.2	Mid Term-2, Quiz & End Sem Exam
22	Shadow Prices	Lecture	MBA308.2	Mid Term-2, Quiz & End Sem Exam
23	Methods of Project Financing	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
24	Share capital – equity capital and preference capital	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
25	Term loan	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
26	Debenture capital	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
27	Commercial banks	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
28	Bills discounting	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
29	Seed Capital	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
30	Stages in Project Financing	Lecture	MBA308.3	Mid Term-2, Quiz & End Sem Exam
31	Case study from module 1	Case study	MBA308.3	Mid Term-2, Quiz & End Sem Exam
32	Case study from module 1	Case study	MBA308.3	Mid Term-2, Quiz & End Sem Exam
33	Case study from module 2	Case Study	MBA308.3	Mid Term-2, Quiz & End Sem Exam
34	Case study from module 2	Case study	MBA308.3	Mid Term-2, Quiz & End Sem Exam
35	Case study from module 3	Case study	MBA308.3	Mid Term-2, Quiz & End Sem Exam
36	Case study from module 3	Case study	MBA308.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 308.1	Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.	3	2	-	-	3	1	-	2	2	1	2	2	1
MBA 308.2	Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control	2	3	1	-	3	-	-	2	2	2	3	2	1
MBA 308.3	Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects.	1	2	-	1	2	-	-	2	1	3	2	1	1
MBA 308.4	Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment	2	2	-	2	3	-	-	2	2	2	1	2	1
MBA 308.5	Evaluating and appreciating contemporary project management tools and methodologies in Indian context	3	2	-	-	3	1	-	2	2	2	2	2	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –3) 2023-24						
Class: MBA 3 Semester						
Subject Name: MBA 308 Project Appraisal and finance			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis. CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain in brief about Cost of Project.	3
CO1	Q.2a	What do you mean by Finance with Estimates of Sales and Production?	3
	Q.2b	Discuss basic Principles for Measuring Project Cash Flows?	3
CO1	Q.3	Elaborate Components of the Cash Flow Stream.	6
CO2	Q.4	Explain Sensitivity Analysis.	3
CO2	Q.5a	Elaborate Scenario Analysis and Optimal Timing.	3
	Q.5b	Describe in brief about Little-Mirrlees Approach.	3
CO3	Q.6	Explain various Methods of Project Financing	6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 308
Subject Name	Project Appraisal and finance
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]



AMITY BUSINESS SCHOOL
Course Handout
Course : INTERNATIONAL FINANCE
Course Code : MBA 309, Crédits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year

A. Introduction: The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

B. Course Outcomes: At the end of the course, students will be able to:

CO1. Understanding the broader problems of international finance by understanding global business scenario.

CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

CO5. Preparing Analytical reports for business decision making

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[Type text]



[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up	A	5%

[Type text]



	the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

Module IV: Foreign Exchange Rate Exposure and Risk Management

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

Module VI: Institutions of Global Finance

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K. (2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.

[Type text]



- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic
- Interest Rate Options, John Wiley and Sons.
- Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Finance function in global business scenario	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
2	International Monetary System	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
3	International Capital Markets and Instruments	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Balance of Payments</i>	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
5	Recent Developments	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
6	International Corporate Finance	Lecture	MBA309.1	Mid Term-1, Quiz & End Sem Exam
7	Spot and Forward Foreign Exchange Markets	Lecture	MBA309.2	Mid Term-1, Quiz & End Sem Exam
8	Speculation and Arbitrage in Foreign Exchange Markets	Lecture	MBA309.2	Mid Term-1, Quiz & End Sem Exam
9	Implications of Market Efficiency	Lecture	MBA309.2	Mid Term-1, Quiz & End Sem Exam
10	Currency Swaps	Lecture	MBA309.2	Mid Term-1, Quiz & End Sem Exam
11	Currency Futures and Options	Lecture	MBA309.2	Mid Term-1, Quiz & End Sem Exam
12	Theories of Exchange Rate Determination	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
13	Fundamental International Parity Conditions	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
14	Purchasing Power	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
15	Interest Rate Parity	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



16	Forecasting Exchange Rates	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
17	Technical Forecasting	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
18	Fundamental Forecasting making	Lecture	MBA309.3	Mid Term-1, Quiz & End Sem Exam
19	Exchange rate Determinants	Lecture	MBA309.4	Mid Term-1, Quiz & End Sem Exam
20	Translation and Operating Exposure	Lecture	MBA309.4	Mid Term-1, Quiz & End Sem Exam
21	Exposure from Equity and Borrowing in International Financial Markets	Lecture	MBA309.4	Mid Term-2, Quiz & End Sem Exam
22	Hedging tools for Management of Transaction Exposure	Lecture	MBA309.4	Mid Term-2, Quiz & End Sem Exam
23	Interest Rate Exposure	Lecture	MBA309.4	Mid Term-2, Quiz & End Sem Exam
24	Degree of Hedge	Lecture	MBA309.4	Mid Term-2, Quiz & End Sem Exam
25	Examination of International Investment Proposals	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
26	Discounted Cash Flow Analysis	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
27	Tax Adjusted Present Value Approach	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
28	Political Risk Analysis	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
29	External Investment Decision	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
30	Measuring Total Returns on Foreign Investments	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
31	World Bank	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
32	IMF	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
33	BRICS	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
34	WTO	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
35	NAFTA	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam
36	G-20 or Group of Twenty	Lecture	MBA309.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	
MBA309.1	Understanding the broader problems of international finance by understanding global business scenario.	2	3	-	-	3	2	-	3	2	1	2	2	3	
MBA309.2	Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance	2	2	1	-	1	-	-	2	2	1	3	3	1	
MBA309.3	Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.	1	2	-	1	1	-	-	2	3	2	2	1	2	
MBA309.4	Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance	2	2	-	2	3	-	-	2	2	2	3	2	1	
MBA309.5	Preparing Analytical reports for business decision making	3	2	-	-	3	1	-	2	2	2	2	2	3	

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –3) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 309 INTERNATIONAL FINANCE		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1. Understanding the broader problems of international finance by understanding global business scenario. CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure. CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance CO5. Preparing Analytical reports for international business decision making						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief about finance function in global business scenario.				3
CO1	Q.2a	What is the nature of Speculation and Arbitrage in Foreign Exchange Markets?				3

[Type text]



	Q.2b	Explain about Speculation and Arbitrage in Foreign Exchange Markets?	3
CO1	Q.3	Elaborate Currency Futures and Options.	6
CO2	Q.4	Explain the Theories of Exchange Rate Determination	3
CO2	Q.5a	Elaborate Hedging tools for Management of Transaction Exposure.	3
	Q.5b	Describe in brief Discounted Cash Flow Analysis.	3
CO2	Q 6	Explain about World Bank, IMF and BRICS.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 309
Subject Name	International Finance
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]



AMITY BUSINESS SCHOOL
Course Handout
Course : FINANCIAL MARKETS AND FINANCIAL SERVICES
Course Code : MBA 310, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year

A. Introduction: At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

B. Course Outcomes: At the end of the course, students will be able to:

MBA310.1. Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

MBA310.2. Analyze general structure of various financial markets

MBA310.3. Demonstrate the applicability Debt Market and Commodity Market in the organization.

MBA310.4. Demonstrate an awareness of the current structure and functioning of the financial services sector.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and

[Type text]



motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Capital market intermediaries: Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

Module II: Regulation of securities markets

Security and Exchange Board of India(SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

Module III: Leasing Hire Purchase and Consumer Credit

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

Module IV: Venture Capital Financing

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

Module V: Other Financial services

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.

[Type text]



- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, TataMcGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Role of capital market intermediaries	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
2	stock brokers and sub-brokers	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
3	share transfer agents	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
4	<i>bankers to an issue and trustees of trust deeds</i>	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
5	registrars to an issue	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
6	merchant bankers	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
7	underwriters	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
8	portfolio managers	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
9	investment advisers	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
10	depositories and depository participants	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
11	custodians of securities	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
12	credit rating agencies	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
13	asset management companies	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
14	clearing members and trading members	Lecture	MBA310.1	Mid Term-1, Quiz & End Sem Exam
15	Security and Exchange Board of India(SEBI)	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam
16	Management of SEBI under SEBI act, 1992	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam
17	Power and functions of SEBI	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



18	Trading rules and regulations	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam
19	Secondary markets- Competition among stock exchanges-Regulation of asset managers	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam
20	trading and clearing and settlement	Lecture	MBA310.2	Mid Term-1, Quiz & End Sem Exam
21	Development of Leasing Hire Purchase and Consumer Credit	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
22	Types of Leasing	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
23	Pricing Methodology and Financial Analysis	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
24	Taxation	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
25	Legal Framework for Leasing and Hire Purchase Companies	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
26	Leasing Vs. Buying- NPV	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
27	Concept of Securitization	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
28	Reasons for unpopularity and future prospects of securitization	Lecture	MBA310.3	Mid Term-2, Quiz & End Sem Exam
29	International Experiences in Venture Capital Financing	Lecture	MBA310.4	Mid Term-2, Quiz & End Sem Exam
30	Venture Capital Financing in India	Lecture	MBA310.4	Mid Term-2, Quiz & End Sem Exam
31	Pitfalls to be Avoided	Lecture	MBA310.4	Mid Term-2, Quiz & End Sem Exam
32	Private Equity and growth of Entrepreneurship	Lecture	MBA310.4	Mid Term-2, Quiz & End Sem Exam
33	Factoring Services - Features, Merits and Demerits	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
34	Cost Benefit Analysis	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
35	Forfeiting – Features, Merits and Demerits	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
36	Credit Rating: Concept of Credit Rating	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
37	Types of Credit Rating, Advantages and Disadvantages of Credit Rating	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



38	Credit Rating Agencies and Their Methodology and Process	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
39	Individual Credit Rating	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
40	Sovereign Credit Rating Practices	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam
41	Indian Experience up to now, Housing Finance, Custodial Services- Central Depository	Lecture	MBA310.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA310.1	Demonstrate the applicability of the concept <i>and</i> of functions of financial markets and intermediary institutions.	2	2	-	-	3	1	-	2	2	2	2	2	3
MBA310.2	Analyze general structure of various financial markets	2	2	1	-	1	-	-	2	2	2	3	2	1
MBA310.3	Demonstrate the applicability Debt Market and Commodity Market in the organization.	1	2	-	1	2	-	-	2	1	2	3	1	1
MBA310.4	Demonstrate an awareness of the current structure and functioning of the financial services sector.	2	3	-	2	3	-	-	2	2	2	3	2	1

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 310 Financial market and financial services		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions. CO2: Analyze general structure of various financial markets CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization. CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain in brief about capital market intermediaries.				3
CO1	Q.2a	Explain SEBI and its guidelines?				3
	Q.2b	Explain power and functions of SEBI?				3
CO1	Q.3	Elaborate leasing and its types.				6
CO2	Q.4	Explain Legal Framework for Leasing and Hire Purchase Companies.				3
CO2	Q.5a	Elaborate Venture Capital Financing in India.				3
	Q.5b	Describe in brief credit rating.				3
CO2	Q 6	Elaborate Credit Rating Agencies and Their Methodology and Process				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 310
Subject Name	Financial Markets and Financial Services
Attainment Level	Level 2

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]



AMITY BUSINESS SCHOOL
Course Handout
Course : INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
Course Code : MBA 311, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year

A. Introduction This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

B. Course Outcomes: At the end of the course, students will be able to: **MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

MBA311.2. Analyzing stock returns and risk framework and through technical analysis,

indicators, and oscillators using various modes for the purpose of investment.

MBA311.3. Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

MBA311.4. Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

MBA311.5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

C. Programme Outcomes:

[Type text]



[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

[Type text]



Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Introduction to Security Analysis

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

Module II: Approaches to Security Analysis

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non-financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

Module III Portfolio analysis & related models

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

Module IV Portfolio Management Services

[Type text]



Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Chandra, P.(4rth edition), Investment Analysis& Portfolio Management, 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
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

I. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to security market	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
2	Role of SEBI/ OTCEI//ROC/Stock exchanges	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
3	Investors and its types- Speculators & Investors	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Meaning, features and types of Investment</i>	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
5	Concept & valuation modelsof equity and bonds	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
6	Introduction to security analysis	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



7	Need for investment analysis & portfolio management	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
8	Risk and Return Introduction	Lecture	MBA311.1	Mid Term-1, Quiz
9	Realized return vs. expected return	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
10	Risk & return of single security and portfolio of securities	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
11	Measurement of risk – calculation of Mean deviation	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
12	Standard Deviation	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
13	Beta value- Ex-ante and Ex-postbeta	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
14	Negative beta and its significance in investment decision.	Lecture	MBA311.1	Mid Term-1, Quiz & End Sem Exam
15	Fundamental analysis: Economy analysis, Industry analysis	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
16	Company analysis- financial and non-financial analysis	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
17	International events and its impact on security market	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
18	Technical analysis - Various Technical analysis tools like Moving averages	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
19	Volume Analysis, Indicators	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
20	RSI, Patten analysis, Candle sticks, Market breadth analysis	Lecture	MBA311.2	Mid Term-1, Quiz & End Sem Exam
21	Trend analysis, Elliot wave, ROC/RSI	Lecture	MBA311.2	Mid Term-2, Quiz & End Sem Exam
22	lagging indicators and leading indicators analysis	Lecture	MBA311.2	Mid Term-2, Quiz & End Sem Exam
23	Reading and interpretation of technical patterns and charts	Lecture	MBA311.2	Mid Term-2, Quiz & End Sem Exam
24	Other tools to Forecast the market and take Entry and exit decisions; Dow Theory	Lecture	MBA311.2	Mid Term-2, Quiz & End Sem Exam
25	Introduction to portfolio management	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



26	efficient market theory	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
27	efficient portfolio and efficient frontier	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
28	Valuation by PE ratio /Book value to price value analysis	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
29	Markowitz diversification	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
30	Single Index Model, CAPM, Arbitrage pricing theory	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
31	Estimation of Portfolio beta	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
32	Separation of risks into systematic and unsystematic risk	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
33	motivation for partitioning of risk	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
34	calculation of portfolio risk and return, optimal portfolio selection.	Lecture	MBA311.3	Mid Term-2, Quiz & End Sem Exam
35	Role of Fund Manager	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
36	Portfolio management services	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
37	Churning and revision of Portfolio - Need for revision	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
38	different techniques of revision	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
39	Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
40	Portfolio re balancing and up gradation, Sharpe"performance Index	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
41	Trennor"performance Index, Jensen's performance Index	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
42	Managing equity and bond funds- Managing Mutual Funds	Lecture	MBA311.4	Mid Term-2, Quiz & End Sem Exam
43	Practical assignment of virtual trading mechanism of stock markets on popular trading platforms	Lecture	MBA311.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA311.1	Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management	3	2	-	-	3	1	-	3	2	2	2	2	3
MBA311.2	Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.	2	1	1	-	2	-	-	2	3	2	3	2	2
MBA311.3	Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.	1	1	-	1	2	-	-	2	2	3	2	1	1
MBA311.4	Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models	2	2	-	2	3	-	-	2	2	2	3	2	1
MBA311.5	Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences	3	2	-	-	3	1	-	2	2	2	2	2	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –3) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 311 Investment Analysis and Portfolio management		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>CO5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Write introduction of security market and Role of SEBI.				3
CO1	Q.2a	Explain Investors and its types?				3
	Q.2b	Explain technical analysis and explain Various Technical analysis tools?				3
CO1	Q.3	Elaborate about CAPM and Arbitrage pricing theory.				6
CO2	Q.4	Explain Sharpe"performance Index and Trennor "performance Index.				3
CO2	Q.5a	Elaborate Churning and revision of Portfolio.				3
	Q.5b	Describe in brief Markowitz diversification.				3
CO2	Q.6	Describe negative beta and its significance in investment decision.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 311
Subject Name	Investment Analysis and Portfolio Management
Attainment Level	Level 1

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA 312	3	2	2	2	2	2	3	2	1	2	3	2	2

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : Employee Relations
Course Code : MBA 312, Credits : 04, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year
Faculty Name : DR. DEEPALI SONI

A. Introduction: The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

B. Course Outcomes: At the end of the course, students will be able to:

MBA 312.1. Understand the concept of Industrial relations and discipline including collective settlement.

MBA 312.2 study the law related to labours and industry.

MBA 312.3 Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Overview of Industrial Relations

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

Module II: Discipline and Collective settlement

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

Module III: Introduction to Labour Laws and provisions of factory

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

[Type text]



Module IV: Laws for handling Industrial Disputes and Contract Labour

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

Module V: Trade Unions

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

Module VI: Wage Related Laws

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

Module VII: Employee Benefits and Social Security related laws

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

Case based teaching (Case Analysis)

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Kapoor N.D. "Hadbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

[Type text]



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction: Concept, objectives, functions of Industrial relations	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
2	significance & aspects of Industrial Relations	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
3	conceptual and legal framework	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
4	<i>ILO conventions, Industrial Relations after globalization</i>	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the practical impact of workplace industrial relation strategies	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
6	Linking Industrial Relations with economic growth of a country	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
7	Managing foreign nationals in Indian organizations	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
8	Misconduct	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
9	Discipline and Disciplinary Procedure	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
10	Collective bargaining	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
11	negotiation skills	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
12	workers participation in management	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
13	Grievance Redressal Machinery	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
14	Labour Law: Origin, Objective, Need, ;;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
15	Factories Act, 1948: Sefinitions; scope & coverage	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
16	approval, licensing & registration, Authorities under the factories Act	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
17	Health; Safety	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



18	Provisions relating to hazardous processes	Lecture	MBA 312.1	Mid Term-1, Quiz & End Sem Exam
19	Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)	Lecture	MBA 312.2	Mid Term-1, Quiz & End Sem Exam
20	lock-out (provisions) closure	Lecture	MBA 312.2	Mid Term-1, Quiz & End Sem Exam
21	retrenchment (provisions), VRS	Lecture	MBA 312.2	Mid Term-2, Quiz & End Sem Exam
22	strike (provisions)	Lecture	MBA 312.2	Mid Term-2, Quiz & End Sem Exam
23	unfair labour practice,	Lecture	MBA 312.2	Mid Term-2, Quiz & End Sem Exam
24	procedure for settlement & authorities under the act, Code of discipline in Industries	Lecture	MBA 312.2	Mid Term-2, Quiz & End Sem Exam
25	Standing orders Maruti Suzuki India, Ltd. Violence case (2012)	Lecture	MBA 312.2	Mid Term-1, Quiz & End Sem Exam
26	Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970	Lecture	MBA 312.2	Mid Term-2, Quiz & End Sem Exam
27	Trade Unions: Meaning, Functions	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
28	Trade Unions Act 1926	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
29	Problems, registration of trade union	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
30	cancellation of registration & appeal	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
31	rights ,privileges, duties & liabilities of registered trade union	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
32	amalgamation & resolution of trade union penalties.	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
33	Payment of Wages Act 1936	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
34	scope & coverage, rules for payment of wages	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
35	deductions from wages	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
36	Payment of Bonus Act 1965	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
37	objective, and application of act	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



38	definition of bonus, allocable surplus	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
39	inspectors, penalties	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
40	Offence	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
41	Payment of Gratuity Act, scope & coverage, Applicability and non-applicability of the Act; Definitions- employee, employer, continuous service	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
42	Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
43	Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
44	Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
45	E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
46	ESI corporation, standing committee	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
47	medical benefit council; contributions	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam
48	adjudication of dispute and claims, benefits	Lecture	MBA 312.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	P S O 3
MBA 312.1	Understand the concept of Industrial relations and discipline including collective settlement.	2	3	2	1	3	2	1	3	2	2	2	3	2
MBA 312.2	study the law related to labours and industry.	3	3	2	2	3	2	2	2	2	2	3	3	2
MBA 312.3	Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws	2	3	2	1	3	2	1	3	2	2	2	3	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 312 Employee Relations		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Understand the concept of Industrial relations and discipline including collective Settlement</p> <p>CO2: To study the law related to labours and industry.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the objectives, functions, and significance of Industrial Relations				3
CO1	Q.2a	Write a brief note on ILO conventions				3
	Q.2b	Describe the Industrial Relations after globalization.				3
CO1	Q.3	Give an account on Linking Industrial Relations with economic growth of a country				6
CO2	Q.4	Define the term “ Discipline” and its procedure.				3
CO2	Q.5a	What is the process on collective bargaining.				3
	Q.5b	Write a short on negotiation skills.				3
CO2	Q.6	Explain in detail the Grievance Redressal Machinery				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 312
Subject Name	Employee Relations
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

III SEM	MBA 314	2	3	2	3	2	2	3	2	1	2	3	2	2

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : PERFORMANCE MANAGEMENT SYSTEMS
Course Code : MBA 314, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year
Faculty Name :

- A. Introduction:** This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA 314.1.** To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.
- MBA 314.2** Enable the students to gain comprehensive knowledge about competency.
- MBA 314.3** Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
- [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
- [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business

[Type text]



environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



E. Syllabus

Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle, Performance Management and Rewards, Ethics in Performance Management.

Module II: Process of Performance Appraisal

Need And Methods for Performance Appraisal, RSDQ Model, EFQM Model, Performance Review, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback. Outcome metrics–Economic Value Added (EVA); other economic measures, Building a High Performance culture.

Module III: Competency Mapping

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

Module IV: Competency Management Framework

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework.

Module V: Competency mapping as a performance management tool

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

[Type text]



- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Conceptual Approach to Performance Management	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
2	Determinants of Job Performance	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
3	Person and System Factor	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
4	Components of Effective Performance Management	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
5	Performance Management Cycle	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
6	Performance Management and Rewards	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
7	Ethics in Performance Management	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
8	Need And Methods for Performance Appraisal	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
9	RSDQ Model	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
10	EFQM Model	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
11	Performance Review,	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
12	Performance Analysis	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
13	Performance Review Discussion	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



14	Performance Monitoring and Feedback	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
15	Outcome metrics– Economic Value Added (EVA)	Lecture	MBA 314.1	Mid Term-1, Quiz& End Sem Exam
16	Other economic measures	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
17	Building a High Performance culture	Lecture	MBA 314.1	Mid Term-1, Quiz & End Sem Exam
18	Concept and Definition of Role	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
19	Concept and Definition of Role and Competency	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
20	Characteristics of Competency	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
21	Competency Versus Competence	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
22	Performance Versus Competency	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
23	Types of Competencies	Lecture	MBA 314.2	Mid Term-1, Quiz & End Sem Exam
24	Context and Relevance of Competencies in Modern Organizations	Lecture	MBA 314.2	Mid Term-1, Quiz& End Sem Exam
25	Macro View of Competency	Lecture	MBA 314.3	Mid Term-1, Quiz & End Sem Exam
26	Strategic Framework	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
27	Lancaster Model of Managerial Competence	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
28	Management Framework	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
29	Competency Modeling Framework	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
30	Building Competency Models.	Lecture	MBA 314.3	Mid Term-2, Quiz& End Sem Exam
31	The McBer Generic Managerial Competency Model	Lecture	MBA 314.3	Mid Term-2, Quiz& End Sem Exam
32	Competency Causal Flow Model	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
33	Factors Affecting The Human Performance System	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
34	Profiling Competency Framework for a	Lecture	MBA 314.3	Mid Term-2, Quiz& End Sem Exam

[Type text]



	Particular Role			
35	Profiling Competency Framework for a	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam
36	Competency Gap	Lecture	MBA 314.3	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 314.1	To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.	2	3	2	1	3	2	1	3	2	2	2	3	2
MBA 314.2	Enable the students to gain comprehensive knowledge about competency.	3	3	2	2	3	2	2	2	2	2	3	3	2
MBA 314.3	Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.	2	3	2	1	3	2	1	3	2	2	2	3	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 314 PERFORMANCE MANAGEMENT SYSTEMS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.</p> <p>CO2: Enable the students to gain comprehensive knowledge about competency.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Describe the conceptual Approach to Performance Management.				3
CO1	Q.2a	Write a brief note on person and system factor.				3
	Q.2b	Give an account on Components of Effective Performance.				3
CO1	Q.3	Elaborate the process of Performance Management Cycle.				6
CO2	Q.4	Explain the Need and Methods for Performance Appraisal				3
CO2	Q.5a	Define the RSDQ Model.				3
	Q.5b	Write a short note on EFQM Model.				3
CO2	Q.6	Elaborate the building a High-Performance culture.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 314
Subject Name	Performance Management Systems

Attainment Level Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[Type text]



[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA 316	3	3	1	2	3	3	3	2	1	2	3	2	3

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : Strategic Human Resource Management
Course Code : MBA 316, Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA. 2nd Year
Faculty Name : DR. DEEPALI SONI

A. Introduction: This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

B. Course Outcomes: At the end of the course, students will be able to:

MBA 316.1. Understand the concept and features of Strategy and its management.

MBA 316.2 To study role of HRM in strategic management.

MBA 316.3 To focus on how firms formulate, implement and evaluate corporate business strategies

MBA 316.4 To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

MBA 316.5. To study the scope of HR in Future.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: The Concept of Strategy:

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

[Type text]



Module II: The Concept of Strategic HRM:

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

Module III: Strategic HRM in Action:

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies: performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

Module IV: Impact of HRM on Business Performance:

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

Module V: Future trends in Strategic HRM Approaches:

The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

Case Study - Banning Flexible Work Options: Yahoo's New Controversial HR Policy
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class
- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson PressPublishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

[Type text]



H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Strategy Defined, Key Concepts of Strategy	Lecture	MBA 316.1	Mid Term-1, Quiz & End Sem Exam
2	Formulations of Strategy	Lecture	MBA 316.1	Mid Term-1, Quiz & End Sem Exam
3	Strategic Management	Lecture	MBA 316.1	Mid Term-1, Quiz & End Sem Exam
4	The Process of Strategic Management	Lecture	MBA 316.1	Mid Term-1, Quiz & End Sem Exam
5	An Investment Perspective of HRM	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
6	Strategic HRM, Aims of SHRM	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
7	Strategic HR Vs Traditional HR	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
8	Challenges in SHRM	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
9	Approaches and Models to SHRM	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
10	the Evolving Strategic Role of HR	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
11	Barriers to Strategic HR.	Lecture	MBA 316.2	Mid Term-1, Quiz & End Sem Exam
12	HR Strategy defined, Purpose	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
13	Types of HR Strategies - Recruitment & Retention strategies	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



14	training & development strategies	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
15	performance management strategies, reward & compensation strategies	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
16	retrenchment strategies	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
17	Content of HR Strategies, Formulating HR Strategy,	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
18	Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
19	Human Resource Environment- Technology, structure	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
20	Workforce diversity; Demographic changes, Temporary & contract labour	Lecture	MBA 316.3	Mid Term-1, Quiz & End Sem Exam
21	Human Resource Evaluation- Definition and Overview	Lecture	MBA 316.4	Mid Term-2, Quiz & End Sem Exam
22	Rationale for HR Evaluation	Lecture	MBA 316.4	Mid Term-2, Quiz & End Sem Exam
23	Measures of HRM Performance, Approaches to HR Evaluations	Lecture	MBA 316.4	Mid Term-2, Quiz & End Sem Exam
24	The Measurement Challenge in HRM	Lecture	MBA 316.4	Mid Term-2, Quiz & End Sem Exam
25	The Strategic approach of HR towards Career Management	Lecture	MBA 316.5	Mid Term-1, Quiz & End Sem Exam
26	Mentoring Relationship	Lecture	MBA 316.5	Mid Term-1, Quiz & End Sem Exam
27	Work-life Integration	Lecture	MBA 316.5	Mid Term-1, Quiz & End Sem Exam
28	Matching culture with strategy	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



29	Matching culture with strategy	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
30	Behavioral issues in strategy implementation	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
31	Behavioral issues in strategy implementation	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
32	Behavioral issues in strategy implementation	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
33	Global HR strategies	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
34	Global HR strategies	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
35	Core Competence as the Root of Competitive Advantage	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam
36	Core Competence as the Root of Competitive Advantage	Lecture	MBA 316.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P S O 1	P S O 2	P S O 3
MBA 316.1	Understand the concept and features of Strategy and its management.	2	3	2	1	3	2	1	3	2	2	2	3	2

[Type text]



MBA 316.2	To study role of HRM in strategic management.	3	3	2	2	3	2	2	2	2	2	3	3	2
MBA 316.3	To focus on how firms formulate, implement and evaluate corporate business strategies	2	3	2	1	3	2	1	3	2	2	2	3	3
MBA 316.4	To promote skills of evaluating And implementing strategies to examine its impact on Business performance.	3	3	2	3	2	2	3	2	1	2	2	3	2
MBA 316.5.	To study the scope of HR in Future.											1	3	2

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 316 Strategic Human Resource Management			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the concept and features of Strategy and its management. CO2: To study role of HRM in strategic management.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define the Strategy and its importance.				3
CO1	Q.2a	What are the three levels of the Strategy?				3
	Q.2b	Elaborate the various steps in formulating the strategy.				3
CO1	Q.3	Explain in detail the process of strategic management.				6
CO2	Q.4	What are challenges in SHRM.				3
CO2	Q.5a	Differentiate between SHRM and THRM.				3
	Q.5b	Describe in brief the barriers of SHRM.				3
CO2	Q 6	Explain in detail all the approaches and model to SHRM				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 316
Subject Name	Strategic Human Resource Management

Attainment Level Level 1

Note:

Attainments

Rubric

Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as
[Type text]



professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA 317	3	2	2	2	3	3	2	1	1	2			

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL
Course Handout
Course : INTERNATIONAL TRADE FINANCE
Course Code : MBA 317, Credits : 03, Session :2023-24(Odd Sem.), Class : MBA. 2 nd Year
Faculty Name : DR.

A. Introduction: Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

B. Course Outcomes: At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

C. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social

[Type text]



problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/Quiz/Presentation	P/A/Q/P R	10%

[Type text]



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Globalization, Trade & Finance

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

Module II: Global Financial Ecosystem

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.

Module III: International Trade Finance & Payment Systems

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

Module IV: International Banking

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveler's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

[Type text]



Module V: Global Marge r & Acquisition & (M&A)

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad. Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Complexities of international trade	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
2	Meaning of Int'l Trade Finance	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
3	Need of various entities like exporters, importers.	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
4	Need of various entities like merchants, traders, overseas representatives, Banks	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
5	Borrowers, lenders, Logistics, Forwarders	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
6	International Commercial Terms (INCOTERMS)	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
7	Protection against credit, Political, economic and transit risks.	Lecture	MBA 317.1	Mid Term-1, Quiz & End Sem Exam
8	World's major Financial Markets for Equity	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



9	Debt, Foreign Exchange & Commodities	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
10	International lending institutions World Bank, IMF, ADB, EBRD	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
11	International lending institutions World Bank, IMF, ADB, EBRD	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
12	Export-Import Banks, Foreign Governments & agencies	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
13	Financing global trade, Buyers credit, Supplier credit	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
14	Role of credit-rating agencies, ECGC & EXIM Banks	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
15	Modes of Payments in Trade	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
16	Obtaining payments through Documents against Payment	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
17	Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
18	Bill discounting with Banks, Factoring & Forfeiting agencies	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
19	Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
20	Regulations to prevent fraud and money laundering	Lecture	MBA 317.2	Mid Term-1, Quiz & End Sem Exam
21	Remittances permitted by RBI for individuals & corporates.	Lecture	MBA 317.2	Mid Term-2, Quiz & End Sem Exam
22	Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts	Lecture	MBA 317.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



23	Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.	Lecture	MBA 317.3	Mid Term-2, Quiz & End Sem Exam
24	Risks of OTC products & ISDA regulations	Lecture	MBA 317.3	Mid Term-2, Quiz & End Sem Exam
25	Availing pre-shipment & post-shipment finance	Lecture	MBA 317.3	Mid Term-1, Quiz & End Sem Exam
26	Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)	Lecture	MBA 317.3	Mid Term-1, Quiz & End Sem Exam
27	Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking	Lecture	MBA 317.3	Mid Term-1, Quiz & End Sem Exam
28	RBI Regulatory compliances, late payments & bad debts.	Lecture	MBA 317.3	Mid Term-2, Quiz & End Sem Exam
29	FDI & FII statistics	Lecture	MBA 317.3	Mid Term-2, Quiz & End Sem Exam
30	FDI & reverse FDI within & outside India	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
31	Examination of international investment proposals	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
32	Case studies on corporate India's acquisitions & mergers abroad	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
33	Role of International Banks	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
34	Investment Banks, Hedge Funds, Private Equity	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
35	Pension Funds etc. ECB's, ADR's GDR's	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



36	Bonds in global A&M's.	Lecture	MBA 317.4	Mid Term-2, Quiz & End Sem Exam
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H. Suggested Text/Reference Books:

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.
- UCPDC-600, International Chamber of Commerce, Paris

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 1	PO 2	PO 3
MBA 317.1	<i>To understand global trade, finance, and globalisation.</i>	2	3	2	1	3	2	1	1	2	2	-	-	-
MBA 317.2	<i>To analyse and elaborate on the need for a Global financial ecosystem.</i>	3	3	2	2	3	2	2	2	2	2	-	-	-
MBA 317.3	<i>To Identify the role of international banks.</i>	2	3	2	1	3	2	1	1	2	2	-	-	-
MBA 317.4	<i>To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i>	3	3	2	3	2	2	3	1	1	2	-	-	-

[Type text]



Sample Question Paper

Amity Business School IMID-SEMESTER(SEM-III)2023-24						
Class: MBA III Semester						
Subject Name: MBA 317 International Trade Finance		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p><i>CO1: To understand global trade, finance, and globalisation.</i></p> <p><i>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</i></p> <p><i>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i></p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Discuss the Complexities of international trade.				3
CO1	Q.2a	What is Int'l Trade Finance?				3
	Q.2b	Elaborate the need of various entities like exporters, importers, merchants.				3
CO1	Q.3	Explain the International Commercial Terms (INCOTERMS).				6
CO2	Q.4	What are ECGC & EXIM Banks.				3
CO2	Q.5a	Differentiate between Buyers credit, Supplier credit.				3
	Q.5b	Describe in brief the Regulations to prevent fraud and money laundering.				3
CO4	Q6	India's acquisitions & mergers abroad. Explain your answer with suitable example.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 317
Subject Name	International Trade Finance

Attainment Level Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[Type text]



[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III	MBA376	3	3	2	3	2	2	3	3	3	2	3	3	2
SEM														

[Type text]





Amity Business School
Course Handout
Course : CONSUMER BEHAVIOUR
Course Code : MBA 376 , Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA 3rd Year
Faculty Name : Dr. Mini Agrawal

A. Introduction: This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

B. Course Outcomes: At the end of the course, students will be able to:

MBA376.1. Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

MBA376.2. Come to learn the Individual Determinants of Consumer Behaviour

MBA376.3. Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

MBA376.4. Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing

[Type text]



family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for

communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Programme Specific Outcomes:

PSO1. Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO2. Ability to exhibit Sales professionalism and know about consumer behavior.

PSO3. Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus

Module I: Introduction

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

Module II: Individual Determinants of Consumer Behaviour

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change, Shopping attitudes and behavior

[Type text]



Module III: Consumer Decision Making and Post Purchase Behaviour

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint behaviour

Module IV: External determinants of Consumer Behaviour

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

G. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/ Presentation	ESE
Weightage (%)	15	5	10	70

H. Suggested Text/Reference Books:

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

I. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Diversity of consumer behavior	Lecture	MBA376.1	Mid Term Exam, Assignment/Quiz/presentation & EndSem Exam
2	Characteristics of Indian Consumers	Lecture	MBA376.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Consumer demographics	Lecture	MBA376.1	Mid Term Exam, Assignment/Quiz/Presentation & EndSem Exam
4	Consumer life styles	Lecture	MBA376.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Consumer research	Group Discussion	MBA376.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Environmental factors and individual factors affecting consumers.	Group Discussion	MBA376.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



7	Individual Determinants of Consumer Behaviour	HomeAssignment	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
8	Consumer as an Individual:	Group Discussion	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & EndSem Exam
9	Motivation and Needs	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
10	Goals	Case Presentation	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
11	Personality	Tutorial	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & EndSem Exam
12	Self and Self Images	Case Presentation	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	Perception	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Imagery	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
15	Learning	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Cues and Response	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & EndSem Exam
17	Reinforcement	Tutorial	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Shopping attitudes and behavior	Lecture	MBA376.2	Mid Term Exam, Assignment/Quiz/presentation & End Sem Exam
20	Consumer Decision Making and Post Purchase Behaviour	Lecture	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



21	Consumer buying decision process	Lecture	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Consumer Involvement Types of consumer decision making	Lecture	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
23	Consumer decision rules	Lecture	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
24	Impulse purchases and customer loyalty	Group Discussion	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
25	Cognitive dissonance	Tutorial	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
26	Consumer complaint behaviour	Lecture	MBA376.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
27	External determinants of Consumer Behaviour	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
28	Group Dynamics and Reference Groups	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
29	Opinion leadership process	Group Discussion	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
30	Diffusions of innovations	Tutorial	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
31	Adoption process	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
32	Consumer Innovativeness and Personality traits	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
33	Family decision making	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



34	Social class, culture	Lecture	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
35	Subculture. Marketing Ethics and Consumer Behavior	Group Discussion	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
36	Consumer Behavior in the networked era.	case Presentation	MBA376.4	Mid Term Exam, Assignment/Quiz/Presentation & EndSem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA376.1	Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.	3	1	2	2	3	3	3	2	3	1			
MBA376.2	Come to learn the Individual Determinants of Consumer Behaviour	1	3	3	2	2	2	3	2	1	3			
MBA376.3	Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.	3	3	2	3	1	2	2	3	3	1			
MBA376.4	Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.	3	3	2	3	3	1	2	2	3	1			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA 376 CONSUMER BEHAVIOUR			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 3	Q.2, Q4	Q5, Q4	Q.6		
Student will be able to CO.1. Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers. CO.2. Come to learn the Individual Determinants of Consumer Behaviour CO.3. Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour. CO.4. Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain				3
CO2	Q.2	Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.				6
CO3	Q.3	Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case.				6
CO1	Q.4	"The discipline of consumer behaviour is rooted in the marketing concept". Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.				3
CO4	Q.5	Do the Business Markets Compare to the Consumer Markets ? How ? Explain.				6
CO4	Q.6	What is the Relevance of Studying the concepts of 'Buying Behaviour' in the present times ? Explain its importance in terms of Management.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 376
Subject Name	Consumer Behaviour

Attainment Level Level 1

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA378	3	3	3	2	3	3	2	3	3	3	2	3	3

[Type text]





Amity Business School
Course Handout
Course : SALES AND DISTRIBUTION MANAGEMENT
Course Code : MBA 378 , Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA 3rd Year
Faculty Name : Dr. Mini Agrawal

- A. Introduction:** This course will enable the students to understand the importance of managing sales and distribution in the competitive market. It provides framework for channel creation and formation. By the end of this course, the students will be able to comprehend and differentiate the concept of sales and distribution, design, develop, and manage sales and distribution in the changing business scenario.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA378.1.** Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.
- MBA378.2.** Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.
- MBA378.3.** Know about the sales forecasting: concept and methods. Sales territory and sales quotas.
- MBA378.4.** Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination.
- MBA378.5.** Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
- [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- [PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[Type text]



[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Programme Specific Outcomes:

PSO1. Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO2. Ability to exhibit Sales professionalism and know about consumer behavior.

PSO3. Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



F. Syllabus

Module I: Introduction to Sales Management

Concept, Nature and Role of Sales Management in Marketing., Characteristics of a successful salesman, Contrasting Transactional and Relationship Selling models, Sales Teams. Sales management. Developing Sales Management Strategy. Personal Selling Approaches. Personal Selling Process.

Module II: Managing Sales Force

Recruitment planning process. Recruitment . Selection and training of sales force. Employee Motivation, Sales Force Compensation and Performance Appraisal.

Module III: Sales Forecasting, Sales Territory and Sales Quota

Sales Forecasting: Concept and Methods. Sales territory; Reasons for establishing or revising Sales Territories, Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory , Sales quotas; Objectives in using Quotas, Types of Sales Quotas and Quotasetting procedures. Reasons when not to use Quotas.

Module IV: Distribution Channels Functions

Distribution System- Role, Scope, Functions & Structure, Types of channels, Levels of channels, Cost,Control and Customer service, Selection of Channels, partners, Motivation of channels, Factors affecting channel design, Channel Flows, Channel Conflict, Channel Performance: Monitoring & evaluation, identifying power sources, and channel coordination.

Module V: Role of Marketing Channels.

Retailing: Strategic Issues in Retailing. Merchandising Techniques: Franchising; nature and scope, Wholesaling, Assorting, Distribution of supplementary services, and Intermediaries for servicedelivery. Social & Ethical concerns in SDM.

G. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

H. Suggested Text/Reference Books:

- Still, Cundiff and Govoni. (2009), Sales Management, Decisions, Strategies and Cases, Prentice Hall of India Pvt.Ltd.
- Dr SL Gupta(2006) Sales and Distribution Management-Text and Cases, Excel Books
- Bert Rosenbloom, (2008), Marketing Channels, South Western Cengage Learning
- Havaldar and Cavale, (2008), Sales and Distribution Management- Text and Cases. Tata McGraw Hill
- Stern & El-Ansary, (2009), Marketing Channels. Prentice Hall of India.

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Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Sales Management	Lecture	MBA378.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
2	Nature and Role of Sales Management in Marketing.	Lecture	MBA378.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Characteristics of a successful salesman	Group discussion	MBA378.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
4	Contrasting Transactional and Relationship Selling models	Lecture	MBA378.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Sales Teams. Sales management. Developing Sales Management Strategy. Personal Selling Approaches. Personal Selling Process.	Lecture	MBA378.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Recruitment planning process. Recruitment .	Lecture	MBA378.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
7	Selection and training of sales force.	Group discussion	MBA378.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
8	Employee Motivation	Lecture	MBA378.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
9	Sales Force Compensation and Performance Appraisal.	Tutorial	MBA378.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
10	Sales Forecasting: Concept and Methods. Sales territory;	Lecture	MBA378.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
11	Reasons for establishing or revising Sales Territories	Lecture	MBA378.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
12	Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory	Lecture	MBA378.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	Sales quotas; Objectives in using Quotas	Lecture	MBA378.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Types of Sales Quotas and Quota setting procedures. Reasons when not to use Quotas.	Group discussion	MBA378.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

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15	Distribution Channels Functions	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Distribution System- Role and Scope	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
17	Functions & Structure	Tutorial	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Types of channels	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Levels of channels	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
20	Cost	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
21	Control and Customer service	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Selection of Channels	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

23	partners	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
24	Motivation of channels	Tutorial	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
25	factors affecting channel design	Tutorial	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
26	Channel Flows	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
27	Channel Conflict	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
28	Channel Performance: Monitoring & evaluation	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
29	identifying power sources	Lecture	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
30	channel coordination.	Tutorial	MBA378.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

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31	Role of Marketing Channels.	Lecture	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
32	Retailing: Strategic Issues in Retailing. Merchandising Techniques: Franchising; nature and scope	Group discussion	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
33	Wholesaling	Lecture	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
34	Assorting	Lecture	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
35	Distribution of supplementary services	Lecture	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
36	Intermediaries for service delivery. Social & Ethical concerns in SDM.	Case presentation	MBA378.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
MBA378.1	Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.	3	2	3	1	2	3	3	2	3	1			
MBA378.2	Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.	3	2	3	2	2	3	3	2	1	3			
MBA378.3	Know about the sales forecasting: concept and methods. Sales territory and sales quotas.	3	2	3	2	2	2	3	3	3	1			
MBA378.4	Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination.	3	3	2	2	3	1	3	2	3	3			
MBA378.5	Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM.	3	2	3	2	2	1	2	3	2	3			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA378 SALES AND DISTRIBUTION MANAGEMENT		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 4	Q.2, Q4	Q5, Q6	Q3		
Student will be able to <ul style="list-style-type: none"> CO.1. Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches. CO.2. Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal. CO.3. Know about the sales forecasting: concept and methods. Sales territory and sales quotas. CO.4. Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination. CO.5. Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM. 						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the qualities and duties of sales manager?				3
CO4	Q.2	Success of sales activity is largely dependent upon good salesmen” - discuss in the context of sales training.				6
CO2	Q.3	What is ‘sales forecasting? Explain its various methods of ‘sales forecasting’.				6
CO3	Q.3	Why establish sales territories? What are the steps in determining sales territories for a business?				3

[Type text]



CO4	Q.5	. Explain and discuss the various stages in channel conflict.	6
CO5	Q 6	Explain distribution channel and also describe the various kinds of distribution channel based on the attributes of objectives, customers and marketing orientation.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 378
Subject Name	Sales and Distribution Management

Attainment Level Level 3

Note:

Attainments

Level 1

Level 2

Level 3

Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health,

[Type text]



safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
III SEM	MBA379	2	3	3	2	3	3	2	3	3	3	3	3	2

[Type text]





Amity Business School
Course Handout
Course : PRODUCT AND BRAND MANAGEMENT
Course Code : MBA 379 , Credits : 03, Session :2023-24 (Odd Sem.), Class : MBA 3rd Year
Faculty Name : Dr. Mini Agrawal

A. Introduction: In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand. There is a two prong aim of the course to this end. One is to enhance critical thinking, business analysis, problem solving and the ability to develop innovative solutions. The second is to graduate the participants into managers who can communicate effectively.

B. Course Outcomes: At the end of the course, students will be able to:

MBA379.1. Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy.

MBA379.2. Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories.

MBA379.3. Know about the elements to build Effective Brands, Criteria to choose brand elements.

MBA379.4. Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods

MBA379.5. Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[Type text]



[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams **[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Programme Specific Outcomes

PSO1. Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO2. Ability to exhibit Sales professionalism and know about consumer behavior.

PSO3. Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term Exam	CT	15%
	Project/Assignment/Quiz/Presentation	P1	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



F. Syllabus

Module I: Product Management and Developing Product Strategy

Product management decision – making and product policy decisions. New Product Development – New product idea generation and screening, Concept testing, Product focused organization, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy, Product Strategy over Life Cycle, Customer analysis, Competitor analysis, Product use testing, packaging decisions, Test marketing and alternative methodologies – Pre-launch and launch management.

Module II: Introduction to Brand Management

Concept of branding, Brand meaning: brand image and personality, brand and product; Brand planning: brand vision and visioning process the challenges faced by brand managers, the value of a brand to customers and the organization, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions, Branding across categories: commodity industrial, service and consumer products. Branding across markets: geographies and cultures. Branding in special areas: sports, political, social cause, digital, entertainment.

Module III: Elements to build Effective Brands

Criteria to choose brand elements, Creation of brand personality, brand personality scale, brand image sources, Brand identity dimensions, Brand architecture

Module IV: Brand Re-vitalization

Product recalls, brand recalls – Brand equity, build and measure. Leverage: concept of stretch, line and brand extensions; type of extensions Co – Branding. Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods

Module V: Managing the Brand Systems

The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge. Brand audit: brand reality check and brand appraisal Brand Awareness, Brand Loyalty, Brand Associations, Brand Recognition, Recall.

Classroom Activities

BRAND CASE PRESENTATIONS. At the beginning of the semester, students will be placed on teams based on their interests and background. Each team will choose a brand for which they will prepare a case study for class discussion.

For reference:

How Starbucks' growth destroyed brand value: <https://hbr.org/2008/07/how-starbucks-growth-destroyed> , (Case study on Godrej) , Activities on Brand strategy and Brand extension.

G. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

[Type text]



H. Suggested Text/Reference Books:

- Keller K.L. (2008), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, PrenticeHall.
- Kellar, Parameswaran, Jacob(2012) Strategic Brand Management, Pearson
- Sengupta S. (2010), Brand Positioning, Tata McGraw-Hill
- Kapferer J. L. (1994), Strategic Brand Management, Free Press

I. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Product management decision- making and product policy decisions	Lecture	MBA379.1	Mid Term Exam, Assignment/ Quiz/ Presentation & End Sem Exam
2	New Product Development – New product idea generation and screening	Lecture	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
3	Concept testing, Product focused organization, Factors influencing design of the product,	Group discussion	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
4	Elements of Product Strategy	Lecture	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
5	Product Mix and Line decisions	Group discussion	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
6	Brand differentiation and Positioning Strategy	Lecture	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
7	Product Strategy over Life Cycle	Case presentation	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
8	Customer analysis, Competitor analysis, Product use testing, packaging decisions, Test marketing and alternative methodologies – Pre-launch and launch management.	Lecture	MBA379.1	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
9	Concept of branding	Group discussion	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
10	Brand meaning: brand image and personality	Lecture	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



11	brand and product; Brand planning: brand vision and visioning process the challenges faced by brand managers	Case presentation	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
12	The value of a brand to customers and the organization	Case presentation	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
13	Branding Challenges & Opportunities	Lecture	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
14	Strategic Brand Management Process	Case presentation	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
15	Tactical branding decisions	Lecture	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
16	Branding across categories: commodity industrial	Lecture	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
17	Service and consumer products	Case presentation	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
18	Branding across markets: geographies and cultures	Lecture	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
19	Branding in special areas: sports, political, social cause, digital, entertainment.	Group discussion	MBA379.2	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
20	Criteria to choose brand elements	Lecture	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
21	Creation of brand personality	Lecture	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
22	Brand personality scale	Lecture	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
23	Brand image sources	Lecture	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
24	Brand identity dimensions	Group discussion	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
25	Brand architecture	Tutorial	MBA379.3	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
26	Product recalls, brand recalls – Brand equity, build and measure	Lecture	MBA379.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



27	Leverage: concept of stretch, line and brand extensions; type of extensionsCo – Branding.	Lecture	MBA379.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
28	Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods	Lecture	MBA379.4	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
29	The brand equity concept	Lecture	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
30	The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brandhierarchy, Brand awareness and consumer brand knowledge.	Tutorial	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
31	Brand audit: brand reality check and brand appraisal Brand Awareness,	Lecture	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
32	Brand Loyalty, Brand Associations	Lecture	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
33	Brand Recognition, Recall.	Lecture	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
34	How Starbucks' growth destroyed brand value	Case presentation	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
35	Case study on Godrej: Details in attached file	Case presentation	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam
36	Activities on Brand strategy and Brand extension: Details in attachedfile	Case presentation	MBA379.5	Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam

[Type text]



J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA379.1	Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation & Positioning Strategy.	3	1	2	2	3	3	2	2	3	1			
MBA379.2	Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories.	2	3	3	1	2	3	2	2	1	3			
MBA379.3	Know about the elements to build Effective Brands, Criteria to choose brand elements.	3	2	3	2	1	2	2	2	3	3			
MBA379.4	Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods	3	3	2	2	3	1	3	3	3	1			
MBA379.5	Know the rules Brand Equity Models- Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.	3	2	3	2	2	1	2	3	2	3			

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –III) 2023-24						
Class: MBA III Semester						
Subject Name: MBA379 PRODUCT AND BRAND MANAGEMENT		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions asper Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1, Q 2	Q.2, Q4	Q5, Q4	Q3		
Student will be able to CO.1. Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy. CO.2. Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories. CO.3. Know about the elements to build Effective Brands, Criteria to choose brand elements. CO.4. Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods CO.5. Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define “brand,” state how brand differs from a product, and explain what brand equity is. Summarizewhy brands are important.				3
CO2	Q.2	Describe the main branding challenges and opportunities.				6
CO2	Q.3	Identify the steps in the strategic brand management process				6
CO3	Q.4	Consider a book store in your area. What competitive framesof reference does it face? What are the implications of thoseframes of reference for its positioning?				3
CO5	Q.5	What is brand equity? What does brand-as-asset mean?				6
CO5	Q.6	Can you think of anything that cannot be branded? Pick an example that was not discussed in each of the categories provided (services; retailers and distributors; people and organizations; sports, arts, and entertainment) and describehow each is a brand.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023-24
Course Name	MBA
Semester	3rd Semester
Subject Code	MBA 379
Subject Name	Product and Brand Management
Attainment Level	Level 2

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : Taxation
Course Code: MBA 406, Credits: 03, Session :2023-24 (Even Sem.), Class: MBA. 2nd Year

A. Introduction This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

B. Course Outcomes: At the end of the course, students will be able to:

MBA406.1. Demonstrate the applicability of the concept of Taxation with techniques.

MBA406.2. Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

MBA406.3. To enable the students to determine the residential status of an individual and scope of total income.

MBA406.4. To enable the students to compute the net total taxable income of an individual.

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and

[Type text]



motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management. **[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Introduction to Corporate Tax Planning

Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.

Module II: Taxation of companies

Computation of income under the heads of income applicable to corporate assesses, set off and carry

[Type text]



forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.

Module III: Tax planning and Tax Management

Concept of Tax planning, Tax planning with reference to setting up a New Business; Location; Nature of Business; Tax Holiday, etc. Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers; Employees' Remuneration; Decisions such as Borrowing or Investment Decisions; Reorganization or Restructuring of Capital. Impact of various direct and indirect taxes on financial and operational decisions.

Module IV: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of sub-sumation and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code. Levy and Collection of Tax – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services.

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/ Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Vinod Singhania and Monika Singhania, Corporate Tax Planning & Business Tax Procedure, Taxmann Publications, New Delhi.
- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi
- S S Gupta, GST – Law and Practice, Taxmann's Publications, New Delhi

[Type text]



E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and objectives	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
2	Scope of corporate tax planning	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
3	Tax planning	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
4	Tax avoidance and tax evasion	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
5	Types of companies	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
6	Residential status of a company and tax incidence	Lecture	MBA406.1	Mid Term-1, Quiz & End Sem Exam
7	Computation of income under the heads of income applicable to corporate assess	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
8	Set off and carry forward of losses	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
9	Electing comparable companies	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
10	Deductions available in respect of gross total income	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
11	Computation of taxable income	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
12	Tax liability of a company	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
13	Tax liability of a company	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
14	Concept of Tax planning	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
15	Nature of Business	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
16	Tax Holiday	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
17	Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
19	Decisions such as Borrowing or Investment Decisions	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
20	Reorganization or Restructuring of Capital	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



21	Impact of various direct and indirect taxes on financial and operational decisions.	Lecture	MBA406.3	Mid Term-2, Quiz & End Sem Exam
22	Impact of various direct and indirect taxes on financial and operational decisions	Lecture	MBA406.3	Mid Term-2, Quiz & End Sem Exam
23	Impact of various direct and indirect taxes on financial and operational decisions.	Lecture	MBA406.3	Mid Term-2, Quiz & End Sem Exam
24	Meaning, scope and significance of GST	Lecture	MBA406.4	Mid Term-2, Quiz & End Sem Exam
25	principles of sub-sumation and taxes subsumed	Lecture	MBA406.4	Mid Term-2, Quiz & End Sem Exam
26	classification of goods and services and GST rates	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
27	Basic terminologies- CGST/SGST, IGST	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
28	Basic terminologies- CGST/SGST, IGST	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
29	Basic terminologies- CGST/SGST, IGST	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
30	Input Tax Credit	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
31	Transitional Provisions	Case study	MBA406.4	Mid Term-2, Quiz & End Sem Exam
32	Electronic Commerce	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
33	Composition levy, taxable person, power to grant exemption from tax	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
34	Composition levy, taxable person, power to grant exemption from tax	Lecture	MBA406.2	Mid Term-1, Quiz & End Sem Exam
35	Time and Value of Supply	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam
36	time of supply of goods and services	Lecture	MBA406.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 406.1.	Demonstrate the applicability of the concept of Taxation with techniques	3	2	1	1	3	1	1	2	2	2	2	2	3
MBA 406.2.	Students will be able to identify the basic concepts, definitions and terms related to Income Tax.	2	2	1	1	3	2	1	2	3	2	3	2	1
MBA 406.3.	To enable the students to determine the residential status of an individual and scope of total <i>income</i> .	1	2	1	1	3	2	1	2	2	2	2	1	1
MBA 404.4.	To enable the students to compute the net total taxable income of an individual.	2	2	-	2	3	1	1	2	2	2	3	2	1

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –4) 2023-24						
Class: MBA 4th Semester						
Subject Name: MBA 406 Taxation		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>CO2: Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>CO3: To enable the students to determine the residential status of an individual and scope of total income.</p> <p>CO4: To enable the students to compute the net total taxable income of an individual.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the scope of corporate tax planning				3
	Q.2a	Explain deductions available in respect of gross total income				3
CO1	Q.2b	Elaborate Tax planning with reference to setting up a New Business				3
CO1	Q.3	Explain computation of taxable income, tax liability of a company.				6
CO2	Q.4	Explain Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers.				3
CO2	Q.5a	Discuss the Impact of various direct and indirect taxes on financial and operational decisions.				3
	Q.5b	Discuss the meaning, scope and significance of GST.				3
CO2	Q.6	Discuss in brief principles of sub-summation and tax subsumed				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 406
Subject Name	Taxation
Attainment Level	33% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : MANAGING BANKS AND FINANCIAL INSTITUTIONS
Course Code : MBA 408, Credits : 03, Session :2023-24 (Even Sem.), Class : MBA. 2nd Year

Introduction: The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

Course Outcomes: At the end of the course, students will be able to:

CO1. Understanding the broader problems of Banks and financial institutions

CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.

CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.

CO4. Explain the roles financial intermediaries perform in society and the major risks they face

CO5. Understand The modern banking service.

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[Type text]



[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



B. Syllabus

Module I: Indian banking structure and operations

Functions of bank, types of banks, scheduled commercial banks: Public sector banks, nationalized banks, private banks, foreign banks in India, Branches of Indian Banks Abroad. Investment Banking, Cooperative banks. Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury.

Module II: Investment banking & wealth management:

Functions of investment Banks, Types of investment banks, Investment banking services: Fund raising services, Advisory services, Merchant banking services. Risk Management

Module III: Regulatory and legal environment- Innovations and recent trends in banking

Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Recent Basel Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

Module IV: Developmental Financial Institutions

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

Module V: Insurance Institutions

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India, Concept and working of reinsurance, Introduction to financial inclusion and micro finance, Pension fund regulatory and development authority.

Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

C. Suggested Text/Reference Books:

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, theFree Press.

[Type text]



D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Functions of bank	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
2	types of banks, scheduled commercial banks	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
3	Public sector banks, nationalized banks	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
4	private banks, foreign banks in India, Branches of Indian Banks Abroad	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
5	Investment Banking, Cooperative banks	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
6	Overview of lending products and loan appraisal process- Corporate loan life cycle- Trade finance, treasury	Lecture	MBA408.1	Mid Term-1, Quiz & End Sem Exam
7	Functions of investment Banks	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
8	Types of investment banks	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
9	Investment banking services	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
10	Fund raising services	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
11	Advisory services, Merchant banking services.	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
12	Risk Management	Lecture	MBA408.2	Mid Term-1, Quiz & End Sem Exam
13	Regulatory Institutions RBI & SEBI	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
14	Lender's Liability Act, Banking Innovations	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
15	Recent Basel Committee Recommendations	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
16	CAR - Risk Weighted Assets and Risk Based Supervision	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
17	Asset Liability Management in Commercial Banks	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
18	Corporate Debt Restructuring, Internet Banking	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



19	Mobile Banking, E-Banking Risks	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
20	E-Finance, Electronic Money	Lecture	MBA408.3	Mid Term-1, Quiz & End Sem Exam
21	Digital Signatures, RTGS, NEFT etc.	Lecture	MBA408.3	Mid Term-2, Quiz & End Sem Exam
22	Role of Developmental Banks in Industrial Financing	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
23	Resource Mobilization of Developmental Banks	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
24	Resource Mobilization of Developmental Banks	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
25	Life insurance & General insurance	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
26	New developments in insurance as a sector in the Indian financial system	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
27	New developments in insurance as a sector in the Indian financial system	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
28	Bancassurance Models in Europe and India	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
29	Bancassurance Models in Europe and India	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
30	Concept and working of reinsurance	Lecture	MBA408.4	Mid Term-2, Quiz & End Sem Exam
31	Concept and working of reinsurance	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam
32	Introduction to financial inclusion and micro finance	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam
33	Introduction to financial inclusion and micro finance	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam
34	Pension fund regulatory and development authority	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam
35	Pension fund regulatory and development authority	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam
36	Pension fund regulatory and development authority	Lecture	MBA408.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA408.1	Understanding the broader problems of Banks and financial institutions	2	3	2	2	3	2	1	3	2	1	2	2	3
MBA408.2	Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.	2	2	1	1	1	2	2	2	2	1	3	3	1
MBA408.3	Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.	1	2	2	3	1	1	3	2	3	2	2	1	2
MBA408.4	Explain the roles financial intermediary perform in society and the major risks they face	2	2	-	2	3	-	-	2	2	2	3	2	1
MBA408.5	Understand The modern banking service.	3	2	1	2	3	1	2	2	2	2	2	2	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –4) 2023-24						
Class: MBA IV Semester						
Subject Name: MBA 408 MANAGING BANKS AND FINANCIAL INSTITUTIONS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1. Understanding the broader problems of Banks and financial institutions</p> <p>CO2. Understand the entire process of operating a bank and other financial institutions with respect to the rules and regulations prescribed by the regulators.</p> <p>CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.</p> <p>CO4. Explain the roles financial intermediaries perform in society and the major risks they face.</p> <p>CO5. Understand The modern banking service.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the main function of Banks.				3
CO1	Q.2a	What is the difference between public sector and private sector banks				3
	Q.2b	Write a note on Investment Banking, Cooperative banks				3
CO1	Q.3	Discuss Fund raising services, Advisory services.				6
CO2	Q.4	Explain loan appraisal process in detail				3
CO2	Q.5a	Explain various types of investment banks.				3
	Q.5b	Explain Asset Liability Management in Commercial Banks.				3
CO2	Q.6	Explain Digital Signatures, RTGS, NEFT.				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 408
Subject Name	Managing Banks and Financial Institutions
Attainment Level	44% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING
Course Code : MBA 409, Credits : 03, Session :2023-24 (Even Sem.), Class : MBA. 2nd Year

Introduction: This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.

A. Course Outcomes: At the end of the course, students will be able to:

MBA409.1. Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.

MBA409.2. Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.

MBA409.3. Analyze investment opportunities in fixed income securities.

MBA409.4. Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

B. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[Type text]



[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process, Stages of the acquisition Process, Commonly used takeover tactics and defences, Value creation/ destruction through corporate mergers and acquisitions

Module II: Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Integration of tools and skills to complete an acquisition, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

Module III: Valuation Aspects of M&A

[Type text]



How and when to apply valuation techniques, Fundamental and methods of valuation, Calculations of financial synergy and return, Financial modelling tools, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation

Module IV: Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

Module V: Other Issues in Corporate Restructuring

Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
- Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Asset Liability Management in Commercial Banks	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
2	historical background, different forms	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
3	motives & applications of corporate restructuring	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
4	Mergers & acquisitions concept, process	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
5	Stages of the acquisition Process	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
6	Commonly used takeover tactics and defences	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
7	Value creation/ destruction through corporate mergers and acquisitions	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
8	Value creation/ destruction through corporate mergers and acquisitions	Lecture	MBA409.1	Mid Term-1, Quiz & End Sem Exam
9	Accounting for Mergers & Demergers	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



10	Integration of tools and skills to complete an acquisition	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
11	Company Law & Competition Act for M&A	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
12	Company Law & Competition Act for M&A	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
13	Share Buyback guidelines	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
14	Tax implications. Calculations of exchange ratio	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
15	Tax implications. Calculations of exchange ratio	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
16	How and when to apply valuation techniques	Lecture	MBA409.3	Mid Term-1, Quiz & End Sem Exam
17	How and when to apply valuation techniques	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
18	Fundamental and methods of valuation,	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
19	Calculations of financial synergy and return,	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
20	Calculations of financial synergy and return,	Lecture	MBA409.2	Mid Term-1, Quiz & End Sem Exam
21	Financial modelling tools	Lecture	MBA409.2	Mid Term-2, Quiz & End Sem Exam
22	Different approaches of valuation – Comparable company & transaction analysis method	Lecture	MBA409.3	Mid Term-2, Quiz & End Sem Exam
23	Different approaches of valuation – Comparable company & transaction analysis method	Lecture	MBA409.3	Mid Term-2, Quiz & End Sem Exam
24	DCF, Real Option method	Lecture	MBA409.3	Mid Term-2, Quiz & End Sem Exam
25	DCF, Real Option method	Lecture	MBA409.3	Mid Term-2, Quiz & End Sem Exam
26	Formula approach for valuation	Lecture	MBA409.3	Mid Term-2, Quiz & End Sem Exam
27	Corporate Restructuring & Divestiture	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
28	Corporate Restructuring & Divestiture	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
29	Employee Stock Ownership	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
30	Going Private & Leveraged Buyouts	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



31	Pitfalls to be Avoided	Lecture	MBA409.5	Mid Term-2, Quiz & End Sem Exam
32	Due diligence for M&A	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
33	Cross-Border Mergers & Acquisitions	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
34	Funding Options for M&A	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
35	Various Case Studies in Mergers & Acquisitions	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam
36	Various Case Studies in Mergers & Acquisitions	Lecture	MBA409.4	Mid Term-2, Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA409.1	<i>Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</i>	3	2	3	1	3	1	1	2	2	2	2	2	3
MBA409.2	<i>Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.</i>	2	2	2	1	1	2	2	2	2	2	3	2	1
MBA409.3	<i>Analyze investment opportunities in fixed income securities.</i>	1	2	2	1	2	2	1	2	1	2	3	1	1
MBA409.4	<i>Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.</i>	2	3	1	2	3	2	2	2	2	2	3	2	1

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –4) 2023-24						
Class: MBA IV Semester						
Subject Name: MBA 409 MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>Student will be able to</p> <p>CO1: Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</p> <p>CO2: Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.</p> <p>CO3: Analyse investment opportunities in fixed income securities.</p> <p>CO4: Assess various case studies to analyse valuation strategies, preand post-mergerissues and challenges.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Discuss Fundamental concept and, historical background of corporate restructuring.				3
CO1	Q.2a	Explain motives & applications of corporate restructuring				3
	Q.2b	Explain Stages of the acquisition Process.				3
CO1	Q.3	Discuss Commonly used takeover tactics and defenses				6
CO2	Q.4	What do you understand by Mergers & acquisitions concept. Explain				3
CO2	Q.5a	What are the Integration of tools and what skills required to complete an acquisition?				3
	Q.5b	Describe SEBI's rules & regulations for Merger & Acquisition.				3
CO2	Q.6	How and when to apply valuation techniques? Discuss various methods of valuation				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 409
Subject Name	Mergers, Acquisitions and Corporate Restructuring
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





COMPENSATION AND BENEFIT MANAGEMENT

Course Code: MBA 411

Credit Units: 03

Learning outcome: The purpose of the course is to provide exposure to the tangible and intangible aspects of compensation, as well as the use of compensation to motivate and reward employee performance. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Student will learn basic compensation concepts and the context of compensation practice and Legally required employee benefits

Course Contents:

Module I: Introduction

Concept of Compensation, Compensation Methods, Forms of pay – Base pay, Merit pay, Incentives, Services and Fringe Benefits. Pay Model, Policy Decisions, Pay Strategy, Economic Theory of Wages, Limitations of Economic Theories. Wage and Salary Administration at micro level, Wage concepts, Role of various parties – Employees, Employers, Unions & Government, Overview of Legislations affecting Compensation & statutory deductions.

Module II: Compensation Structure

Determining the Structure: Internal Consistency – Pay Structures, Factors influencing internal pay structures, Consequences of internal pay structures; Job Analysis - job description, skill and competency data collection; Job evaluation -Methods & limitations, Skill/competency based plans and market pricing.

External Equity: Salary & Wage Compensation surveys and components; Calculating the pay policy line, Pay Ranges, Broad banding.

Module III: Elements of Compensation

Cost to the company (CTC) model, Take Home Salary, Concept of Reward, Principles of Reward Strategy, Perquisites, Variable compensation, Incentives, Bonuses - Profit Sharing & Gain Sharing, **Executive compensation**, Ethical Considerations, Team Based Pay, The Role of Compensation in Sales Force Success, CTC calculations,

Module IV: Incentive Schemes / Payment by Results

Types of Incentive Schemes/ Systems and Plans, Merits and demerits of Incentives,

Module V: Benefits and Services

Concept of Benefit- Strategic Perspectives on Benefits, Type of Benefits, Factor influencing choice of benefit package, Administration of Benefits and Services, **employee welfare and working conditions- statutory and voluntary measures.**

Module VI: Current Trends in Compensation and Reward Management

Managerial Compensation- current trends, VRS, **Competency based pay, team rewards-Reward**

[Type text]



strategy & psychological contract Rewarding Excellence; Readings: Salary.com

Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Numerical/Presentation	ESE
Weightage (%)	15	5	10	70

Text & References:

- Milkovich & Newman (2005), Compensation, 8th Edition. McGraw-Hill
- Armstrong Michael & Murlis Helen (2005), Reward Management A Handbook of Remuneration, Strategy and Practice, 5th Edition, Kogan Page
- Henderson Richard (2006), Compensation Management in a Knowledge - Based World, 10th Edition, Prentice Hall India
- Singh B.D. (2007). Compensation and Reward Management, Excel Books, New Delhi.

[Type text]





Attainment

Session	2023-24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 411
Subject Name	Compensation and Benefit Management
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
IV SEM														
	MBA 413	2	3	2	3	2	2	3	2	1	2	3	2	2

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL

Course Handout

Course : INTERNATIONAL HRM : APPROACHES

Course Code : MBA 413, Credits : 03, Session :2023 - 24 (Even Sem.), Class : MBA. 2nd Year

Faculty Name :

- A. Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.
- MBA 413.2** Develop the organization structure to manage international staffing and development
- MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.
- MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.
- MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
- [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
- [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- [PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and

[Type text]



motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I: Internationalization

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their

[Type text]



HRM practices, Models of international HRM, Legal issues in global workforce management

Module II: Organisation Structure, International Staffing and Development

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and development for expatriates; Training and development for international staff; Adjusting to the New Culture

Module III: Performance Management and Compensation Management in International Context

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism; Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation package, Approaches to International Compensation Management, social security systems across countries, emerging issues

Module IV: Understanding Cross Culture: Issues & Perspectives

Understanding Culture, Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

Module V: Industrial Relations and Other Issues in IHRM

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill

[Type text]



- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Evolution of International business	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
2	Stages of internationalization	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
3	Modes of entering International business Relationship between International Strategy and SIHRM	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
4	<i>International Human Resource Management – Major Economies and their HRM practices</i>	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
5	Models of international HRM	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
6	Legal issues in global workforce management	Lecture	MBA 413.1	Mid Term-1, Quiz & End Sem Exam
7	Challenges in global labour market	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam
8	Organization Structure and HRM	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam
9	Global Human Resource Planning	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam
10	Issues in supply of International Human Resources	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam

[Type text]



11	Recruitment and Selection, Training and development for expatriates	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam
12	Training and development for international staff; Adjusting to the New Culture	Lecture	MBA 413.2	Mid Term-1, Quiz & End Sem Exam
13	Multinational performance appraisal – Criteria and process, Complexities.	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
14	appraisal of expatriate, third and host country employees	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
15	issues in international performance management; International control mechanism	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
16	Objectives of International Compensation Management, Component and Structure of International Compensation package	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
17	Approaches to International Compensation Management	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
18	social security systems across countries, emerging issues	Lecture	MBA 413.3	Mid Term-1, Quiz & End Sem Exam
19	Understanding Culture,Context for international perfect management	Lecture	MBA 413.4	Mid Term-1, Quiz & End Sem Exam
20	framework for performance management	Lecture	MBA 413.4	Mid Term-1, Quiz & End Sem Exam
21	Determinants of Cultural Identity, Frameworks for Mapping the Culture	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
22	Geert Hofstede	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
23	cross-cultural issues, North America, South America, some key pointers	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
24	Northern Europe, Value	Lecture	MBA 413.4	Mid Term-2,

[Type text]



	based management in Nordic countries			Quiz & End Sem Exam
25	China – the sleeping giant awakes	Lecture	MBA 413.4	Mid Term-1, Quiz & End Sem Exam
26	Japan – a culture of enfolding relationship	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
27	South-East Asia regional diversity	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
28	Studies of National Culture	Lecture	MBA 413.4	Mid Term-2, Quiz & End Sem Exam
29	Understanding Culture, Introduction	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
30	Key Concepts, Determinants of Cultural Identity	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
31	Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
32	Studies of National Culture, A framework for international industrial relations	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
33	Employees participation – Practices in various countries; Managing Workforce diversity	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
34	HRM in cross border mergers and acquisitions Adjusting to the New Culture	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
35	Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam
36	IHRM trends- Complexities, challenges, and choices in future.	Lecture	MBA 413.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

[Type text]



CO		CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 413.1	Understand the evolution of internationalization of business and the role of human resource management for international context.	2	3	2	1	3	2	1	3	2	2	2	3	2
MBA 413.2	Develop the organization structure to manage international staffing and development	3	3	2	2	3	2	2	2	2	2	3	3	2
MBA 413.3	Formulate performance management and compensation management strategies to implement in the international context.	2	3	2	1	3	2	1	3	2	2	2	3	3
MBA 413.4	Critically analyse cross cultural issue and perspectives for international boundaries	2	3	2	1	3	2	1	3	2	2	2	3	2
MBA 413.5	Demonstrate the mapping of different cultures for maintain international relations.	2	3	2	1	3	2	1	3	2	2	2	3	3

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023 - 24						
Class: MBA IV Semester						
Subject Name: INTERNATIONAL HRM: APPROACHES MBA 413			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the evolution of internationalization of business and the role of human resource management for international context. CO2: Develop the organization structure to manage international staffing and development						
CO Map	Question No.	Question				Marks
CO1	Q.1	Elaborate the stages of internationalization				3
CO1	Q.2a	Write a brief note on International strategy				3
	Q.2b	Describe the role of SIHRM.				3
CO1	Q.3	Explain the models of international HRM.				6
CO2	Q.4	Give an account on organization structure for international business.				3
CO2	Q.5a	What is the global human resource planning.				3
	Q.5b	Write a short on recruitment for expatriate.				3
CO2	Q.6	Explain in detail all the issues in supply of International Human Resources				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 413
Subject Name	International HRM Approaches
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[Type text]



[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Programme Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
IV SEM	MBA 415	2	3	2	3	2	2	3	2	1	2	3	2	2

[Type text]





AMITY BUSINESS SCHOOL
Course Handout
Course : TEAM DYNAMICS AT WORK
Course Code : MBA 415, Credits : 03, Session :2023-24 (Even Sem.), Class : MBA. 2nd Year
Faculty Name :

A. Introduction: The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

B. Course Outcomes: At the end of the course, students will be able to:

MBA 415.1. Understand the concept of team and teamwork.

MBA 415.2 understand the dynamics of team development and management.

MBA 415.3 Build leadership in team and empower the teamwork.

MBA 415.4 Resolve organizational issue through teamwork.

C. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

E. Syllabus

Module I Introduction to Team Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

Module II Team Development & Management

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

Module III Team Leadership & Empowerment

[Type text]



Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

Module IV Resolving organizational issues through team exercises

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning Methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

F. Examination Scheme:

Components	Midterm Exam	Project/Assignment/Quiz/Presentation	Attendance	ESE
Weightage (%)	15	10	5	70

G. Suggested Text/Reference Books:

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of team	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
2	Common types of teams	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
3	Self-managed teams - origins, benefits and challenges.	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Concept of virtual team,</i>	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
5	Challenges in managing virtual teams. Teamwork and rewarding the teamwork,	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



6	Team building, Reasons for team building,	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
7	Barriers to team building, Team dynamics, Team Identity	Lecture	MBA 415.1	Mid Term-1, Quiz & End Sem Exam
8	Strategies for team building	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
9	Designing the team – internal external dynamics	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
10	Team development model	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
11	Team -management	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
12	Stages in team management – selection, bonding, development, optimizing performance, assessment.	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
13	Team member roles & behaviors.	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
14	Features of norms	Lecture	MBA 415.2	Mid Term-1, Quiz & End Sem Exam
15	Building leadership in team	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
16	Characteristics of team empowerment	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
17	Factors influencing team effectiveness	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
18	Common characteristics of high performing teams	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
19	Approaches for fostering team creativity – nominal group technique	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
20	Traditional brainstorming	Lecture	MBA 415.3	Mid Term-1, Quiz & End Sem Exam
21	Electronic brainstorming	Lecture	MBA 415.3	Mid Term-2, Quiz & End Sem Exam
22	Creating smart teams.	Lecture	MBA 415.3	Mid Term-2, Quiz & End Sem Exam

[Type text]



23	Team building exercises on – Discovering the interpersonal orientation through FIRO-B	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
24	Team building exercises on – Discovering the interpersonal orientation through FIRO-B	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
25	Experiential learning methodologies	Lecture	MBA 415.4	Mid Term-1, Quiz & End Sem Exam
26	T- group sensitivity training,	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
27	Encounter groups	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
28	Appreciative enquiry	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
29	Discovering facets of interpersonal trust through Johari Model	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
30	Communication skills	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
31	Problem solving	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
32	Decision making	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
33	Planning	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
34	Change management	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
35	Team -morale	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



36	Collaboration, adaptability and trust.	Lecture	MBA 415.4	Mid Term-2, Quiz & End Sem Exam
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I. Course Articulation Matrix (Mapping of COs with POs)

CO		CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBA 415.1	Understand the concept of team and teamwork.	2	3	2	1	3	2	1	3	2	2	2	3	2
MBA 415.2	Understand the dynamics of team development and management.	3	3	2	2	3	2	2	2	2	2	3	3	2
MBA 415.3	Build leadership in team and empower the teamwork.	2	3	2	1	3	2	1	3	2	2	2	3	3
MBA 415.4	Resolve organizational issue through teamwork.	3	3	2	2	3	2	2	2	2	2	3	3	2

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023-24						
Class: MBA IV Semester						
Subject Name: MBA 415 Team Dynamics at Work		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the concept of team and teamwork. CO2: understand the dynamics of team development and management.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Describe the team and its importance.				3
CO1	Q.2a	Write a short note on self -managed team.				3
	Q.2b	What are the team dynamics?				3
CO1	Q.3	Explain in detail the types of teams with examples.				6
CO2	Q.4	Give an account on team building.				3
CO2	Q.5a	Define the external dynamics to form team.				3
	Q.5b	Elaborate binding in team.				3
CO2	Q 6	Explain the stages in team building.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 415
Subject Name	Team Dynamics at Work
Attainment Level	Level 2

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications

[Type text]



skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10			
IV S E M														
	MBA420	1	3	2	1	2	3	2	1	3	2			

[Type text]





Amity Business School
Course Handout
Course : Managerial Skills For Effectiveness
Course Code: MBA420, Credits : 02, Session :2023 - 24(Even Sem.), Class : MBA. 2 nd Year
Faculty Name :

Introduction: The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

A. Course Outcomes: At the end of the course, students will be able to:

MBA420.1 To understand the concepts of Organizational Culture and Team Management its relationship to Business.

MBA420.2. To apply concepts of Collaboration and presentation skills.

MBA420.3 To analyse Mentoring and Counselling.

MBA420.4 To integrate the concept of Leadership and Negotiation under various conditions.

B. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the

[Type text]



future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

[Type text]



Module I: Organizational Culture and Team Management :

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

Module II: Collaboration and presentation skills

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects.

Module III: Mentoring and Counselling

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring, coaching, directing, supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions.

Module IV: Leadership and Negotiation :

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

F. Suggested Text/Reference Books:

- Organizational Behaviour, Davis, K
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Building organizational culture	Lecture	MBA420.1	Mid Term-1, Quiz & End Sem Exam
2	Team management, networking skills	Lecture	MBA420.1	Mid Term-1, Quiz & End Sem Exam
3	The importance, and different types of networking	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
4	Communication dynamics in networking	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
5	The power of the listening networker	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
6	Business networking etiquette	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
7	Interaction across business functions	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
8	Definition and Benefits of Collaboration	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
9	Understanding Truthfulness in Collaboration	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
10	Building Consensus Preparing in presentation	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
11	Delivery of presentation	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
12	Preparation & introduction	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
13	Presentation Evaluation	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
14	Summarization	Lecture	MBA420.2	Mid Term-1, Quiz & End Sem Exam
15	Conclusion development of a project	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam
16	Building peer support	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam
17	Identifying operational and strategic gaps	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



18	Identifying operational and strategic gaps	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam
19	Introduction to Coaching and Mentoring	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to Coaching and Mentoring	Lecture	MBA420.3	Mid Term-1, Quiz & End Sem Exam
21	Benefits of coaching and mentoring	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
22	The role of a coach and mentor	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
23	The difference between mentoring	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
24	Coaching, directing, supporting & delegating, and learning Managing a Coaching Session	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
25	The most important skills of a business coach	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
26	The most important skills of a business coach	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
27	The key characteristics of a good coach	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
28	The key characteristics of a good coach	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
29	The key characteristics of a good coach	Lecture	MBA420.3	Mid Term-2, Quiz & End Sem Exam
30	How to ask powerful coaching questions	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
31	How to ask powerful coaching questions	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
32	How to ask powerful coaching questions	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
33	Personal leadership and leadership styles	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
34	Personal leadership and leadership styles	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
35	Leadership in groups	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam
36	Leadership in groups	Lecture	MBA420.4	Mid Term-2, Quiz & End Sem Exam

[Type text]



H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10			P S O 1	P S O 2	P S O 3
MBA420.1	To understand the concepts of Organizational Culture and Team Management its relationship to Business.	-	3	-	3	3	3	2	-	3	2			1	1	1
MBA420.2	To apply concepts of Collaboration and presentation skills.	1	3	3	-	1	3	1	2	3	3			1	2	1
MBA420.3	To analyse Mentoring and Counselling.	-	3	2	-	1	3	3	2	3	3			2	2	3
MBA420.4	To integrate the concept of Leadership and Negotiation under various conditions.	1	3	2	-	1	3	1	2	3	3			1	1	2

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023-24						
Class: MBA IV Semester						
Subject Name: MBA 420 Managerial Skills For Effectiveness		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to MBA420.1 To understand the concepts of Organizational Culture and Team Management its relationship to Business. MBA420.2. To apply concepts of Collaboration and presentation skills. MBA420.3 To analyse Mentoring and Counselling. MBA420.4 To integrate the concept of Leadership and Negotiation under various conditions.						
CO Map	QuestionNo.	Question				Marks
CO1	Q.1	Explain in brief on Organizational Culture.				3
CO2	Q.2a	What is the nature of Team Management?				3
	Q.2b	How concept of Collaboration is applied in business decisions?				3
CO2	Q.3	Elaborate presentation skills				6
CO2	Q.4	Explain the significance of Leadership				3
CO3	Q.5a	Elaborate different types of Negotiation.				3
	Q.5b	Describe in brief Mentoring and Counselling.				3
CO4	Q.6	How Leadership benefits to small-scale entrepreneurs?				6

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 420
Subject Name	Managerial Skills for Effectiveness
Attainment Level	53% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

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[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10			
IV S E M														
	MBA475	1	3	2	1	2	3	2	1	3	2			

[Type text]





Amity Business School
Course Handout
Course : INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY
Course Code: MBA475, Credits: 03, Session :2023 – 24 (Even Sem.), Class: MBA. 2 nd Year
Faculty Name :

Introduction: This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

A. Course Outcomes: At the end of the course, students will be able to:

MBA475.1. Understand the concept of advertising and evaluate the concept of integrated communication

MBA475.2. Identify the objectives and importance of advertising as a promotional tool.

MBA475.3. Remember the approaches of advertising campaign planning and develop ethics in advertising.

MBA475.4. Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

MBA475.5. Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

MBA475.6. Create sales promotion strategies and identify the latest trends and practices in the industry.

B. Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[Type text]



[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
ContinuousInternal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types ofleaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



D. Syllabus

Module I: Introduction to IMC

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

Module II: Managing Mass Communications:

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

Module III: Advertising Planning & Strategy: Media and Effectiveness

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

Module IV: Media Planning

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

Module V: Managing Mass Communications:

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

Module VI: Managing Personal Communications:

Direct and interactive marketing, Word-of-mouth, and Personal selling, Direct Marketing, Word-of-mouth influence,

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/Quiz/Presentation	ESE
Weightage (%)	15	5	10	70

[Type text]



F. Suggested Text/Reference Books:

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of organizations	Lecture	MBA475.1	Mid Term-1, Quiz & End Sem Exam
2	Enhancing Brand Equity through IMC	Lecture	MBA475.1	Mid Term-1, Quiz & End Sem Exam
3	Role of advertisement and promotions in segmentation, targeting and positioning.	Lecture	MBA475.1	Mid Term-1, Quiz & End Sem Exam
4	The communication process and consumer behaviour	Lecture	MBA475.1	Mid Term-1, Quiz & End Sem Exam
5	Elements of mass communication and personal communications.	Lecture	MBA475.1	Mid Term-1, Quiz & End Sem Exam
6	Managing Mass Communications:	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
7	Concept and definition of advertisement – setting advertisement objectives	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
8	Packaging, Point-of-purchase communication and signage	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
9	Traditional vs modern media.	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
10	Online and mobile advertising.	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
11	Social media for advertising and promotion	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
12	Surrogate Advertising – Special case of India with banned products.	Lecture	MBA475.2	Mid Term-1, Quiz & End Sem Exam
13	Advertising Planning & Strategy: Media and Effectiveness	Lecture	MBA475.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



14	Advertising Department: Objectives and functions	Lecture	MBA475.3	Mid Term-1, Quiz & End Sem Exam
15	The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods.	Lecture	MBA475.3	Mid Term-1, Quiz & End Sem Exam
16	Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics.	Lecture	MBA475.3	Mid Term-1, Quiz & End Sem Exam
17	Media Planning	Lecture	MBA475.4	Mid Term-1, Quiz & End Sem Exam
18	Scheduling, & Buying; Print,	Lecture	MBA475.4	Mid Term-1, Quiz & End Sem Exam
19	Broadcast & Interactive Online Media	Lecture	MBA475.4	Mid Term-1, Quiz & End Sem Exam
20	Analysis and Measuring Advertising/Ad-message Effectiveness,	Lecture	MBA475.4	Mid Term-1, Quiz & End Sem Exam
21	Managing Mass Communications:	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
22	Rationale for Sale Promotion,	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
23	Types of Sales Promotion - Consumer and Trade Promotions	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
24	Sales Promotion Strategies and Practices	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
25	Sampling, couponing, premiums and other promotions	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
26	Relationship between Sales promotion and advertising,	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
27	Cross Promotions, Event Marketing	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
28	Sponsorship, Public Relations	Lecture	MBA475.5	Mid Term-2, Quiz & End Sem Exam
29	Managing Personal Communications:	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
30	Direct and interactive marketing	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
31	Direct and interactive marketing	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
32	Word-of-mouth	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam

[Type text]



33	Personal selling,	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
34	Direct Marketing,	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
35	Word-of-mouth influence,	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam
36	Personal selling,	Lecture	MBA475.6	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES																	
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10								
MBA475.1	Understand the concept of advertising and evaluate the concept of integrated communication	-	3	-	3	3	3	2	-	3	2								
MBA475.2	Identify the objectives and importance of advertising as a promotional tool.	1	3	3	-	1	3	1	2	3	3								
MBA475.3	Remember the approaches of advertising campaign planning and develop ethics in advertising.	-	3	2	-	1	3	3	2	3	3								
MBA475.4	Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.	1	3	2	-	1	3	1	2	3	3								
MBA475.5	Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.	1	2	2	2	3	3	1	1	3	2								
MBA475.6	Create sales promotion strategies and identify the latest trends and practices in the industry.	1	3	2	-	1	3	1	2	3	3								

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023 - 24						
Class: MBA IV Semester						
Subject Name: MBA 475 INTEGRATED MARKETING COMMUNICATION/ PROMOTION STRATEGY			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1 -	-	Q. 5	Q. 3
Student will be able to MBA475.1. Understand the concept of advertising and evaluate the concept of integrated communication MBA475.2. Identify the objectives and importance of advertising as a promotional tool. MBA475.3. Remember the approaches of advertising campaign planning and develop ethics in advertising. MBA475.4. Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. MBA475.5. Identify the need and scope of sales promotion and manage the factors responsible for sales promotion. MBA475.6. Create sales promotion strategies and identify the latest trends and practices in the industry.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Elaborate the role of marketing mix in advertising.				5
CO2	Q.2	Differentiate between Publicity, Personal Selling and advertising				5
CO2	Q.3	Define integrated marketing communications.				5
CO2	Q.4	Give the SWOT analysis of advertising as a promotional tool.				5
CO3	Q.5	How does the prevailing market influence advertising? Elaborate.				5
CO4	Q.6	Describe the types of advertisements.				5

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 475
Subject Name	Integrated Marketing Communication/Promotion Strategy
Attainment Level	59% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10			
IV S E M														
	MBA476	1	3	2	1	2	3	2	1	3	2			

[Type text]





Amity Business School
Course Handout
Course : DIGITAL AND SOCIAL MEDIA MARKETING
Course Code : MBA476, Credits : 03, Session :2023 – 24 (Even Sem.), Class : MBA. 2 nd Year
Faculty Name :

Introduction: The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

A. Course Outcomes: At the end of the course, students will be able to:

MBA476.1. On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

MBA476.2. On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

MBA476.3. Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

MBA476.4. On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

MBA476.5. On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

[Type text]



B. Programme Outcomes:

[PO.1] Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Individual and teamwork: Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage workteams

[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. Effective Communication: Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.



C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus

Module I: Go online

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

Module II: Social Media

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

Module III: Rush-hour traffic

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

[Type text]



Module IV: E-commerce

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

Module V: Emerging Digital Revolution

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/ Quiz/ Presentation	ESE
Weightage (%)	15	5	10	70

F. Suggested Text/Reference Books:

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.
- David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

[Type text]



G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Evolution of digital marketing. E-marketing and the changing landscape	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
2	The implications of the digital change	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
3	Web and the new corporations. E-marketing – Challenges, strengths and applications	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
4	The digital consumer and communities online	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
5	Digital marketing landscape	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
6	The online marketing mix.	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
7	Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.	Lecture	MBA476.1	Mid Term-1, Quiz & End Sem Exam
8	Social media marketing.	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
9	The social media model by McKinsey and marketing with networks	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
10	Social media strategy and customer engagement.	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
11	Affiliate marketing & strategic partnerships	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
12	Social listening. Web analytics. Social media analytics.	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
13	Viral marketing and Facebook Adverts. Online Guerilla marketing.	Lecture	MBA476.2	Mid Term-1, Quiz & End Sem Exam
14	Dynamics of an online search. Internet traffic plan.	Lecture	MBA476.3	Mid Term-1, Quiz & End Sem Exam
15	Internet traffic plan. Search engine marketing, PPC and online advertising.	Lecture	MBA476.3	Mid Term-1, Quiz & End Sem Exam
16	Search engine optimisation and search engine marketing	Lecture	MBA476.3	Mid Term-1, Quiz & End Sem Exam

[Type text]



17	Content strategies.	Lecture	MBA476.3	Mid Term-1, Quiz & End Sem Exam
18	The Google case study. Where the service is free, the customer is the product.	Lecture	MBA476.3	Mid Term-1, Quiz & End Sem Exam
19	Online procurement and distribution	Lecture	MBA476.4	Mid Term-1, Quiz & End Sem Exam
20	Traditional distribution management issues.	Lecture	MBA476.4	Mid Term-1, Quiz & End Sem Exam
21	Overcoming distribution challenges.	Lecture	MBA476.4	Mid Term-2, Quiz & End Sem Exam
22	Fundamental advantages offered by the internet	Lecture	MBA476.4	Mid Term-2, Quiz & End Sem Exam
23	The spiral of prosperity model.	Lecture	MBA476.4	Mid Term-2, Quiz & End Sem Exam
24	Measuring E-commerce success.	Lecture	MBA476.4	Mid Term-2, Quiz & End Sem Exam
25	CRM and CX in digital marketing. Data and analytics.	Lecture	MBA476.4	Mid Term-2, Quiz & End Sem Exam
26	Online campaign management.	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
27	Campaign management using Facebook, Twitter and Blogs	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
28	The future of marketing. Gamification and Apps.	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
29	Changes in the marketing landscape – the rise in technology.	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
30	What has changed in the last two years in the mobile phone app technology?	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
31	Gamification and game-based marketing.	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
32	The World of Apps.	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
33	Integrating digital and social media strategies	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
34	Apps and India	Lecture	MBA476.5	Mid Term-2, Quiz & End Sem Exam
35	game-based marketing.	Lecture	MBA476.6	Mid Term-2, Quiz & End Sem Exam
36	Integrating digital and social media strategies	Lecture	MBA476.6	Mid Term-2, Quiz & End Sem Exam

[Type text]



H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MBA476.1	On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.	-	3	2	3	3	3	2	-	3	2
MBA476.2	On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.	1	3	3	-	1	3	1	2	3	3
MBA476.3	Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.	-	3	2	-	1	3	3	2	3	3
MBA476.4	On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.	1	3	2	-	1	3	1	2	3	3
MBA476.5	On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.	1	2	2	2	3	3	1	1	3	2

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2023 - 24						
Class: MBA IV Semester						
Subject Name: MBA 476 DIGITAL AND SOCIAL MEDIA MARKETING		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per BloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1 -	-	Q. 5	Q. 3
Student will be able to						
<p>MBA476.1. On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.</p>						
<p>MBA476.2. On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p>						
<p>MBA476.3. Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p>						
<p>MBA476.4. On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p>						
<p>MBA476.5. On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p>						
CO Map	QuestionNo.	Question				Marks
CO1	Q.1	Elaborate the role of digital marketing in marketing.				5

[Type text]



CO2	Q.2a	Differentiate between digital marketing: Email, internet marketing	5
CO2	Q.3	Define Social media marketing	5
CO2	Q.4	Explain Social media analytics	5
CO3	Q.5a	Elaborate Search engine optimization and search engine marketing.	5
CO4	Q.6	Describe Traditional distribution management issues	5

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 476
Subject Name	Digital and Social Media Marketing
Attainment Level	Level 3

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

PROGRAMME OUTCOMES

Master of Business Administration

2023 - 2024

Programme Outcomes:

[PO.1]. Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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[PO.6]. Continuous learning: Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[Type text]



[PO.7]. Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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[PO.9]. Reasoning Ability: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

PROGRAMME ARTICULATION MATRIX														
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	PO 9	PO 10			
IV SEM	MBA479	1	3	2	1	2	3	2	1	3	2			

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity Business School
Course Handout
Course : SERVICES MARKETING
Course Code : MBA479, Credits : 03, Session :2023 - 24(Even Sem.), Class : MBA. 2 nd Year
Faculty Name :

Introduction: This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

A. Course Outcomes: At the end of the course, students will be able to:

MBA479.1. Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

MBA479.2. Identify the characteristics of the services industry and the modus operandiof consumers.

MBA479.3. Analyse the role and relevance of Quality in Services

MBA479.4. Measure service quality and assess the impact of service quality on consumerBehaviour.

MBA479.5. Identify GAPS between end user and service provider and devise strategies toclose them.

MBA479.6. Develop services pricing strategies and identify and analyse best service practices in the industry.

B. Programme Outcomes:

[PO.1].Leadership and Management: Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2].Domain Knowledge: Capacity and ability to illustrate, understand and analyse the

[Type text]



knowledge of principles of management to find solutions to real world problems.

[PO.3]. Problem Solving & Innovation: Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4].Environment and sustainability: Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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[PO.10]. Global Orientation and International Exposure: Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Project/Assignment/ Quiz/Presentation	P/A/Q/PR	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

[Type text]



D. Syllabus

Module I- Introduction

Meaning of Social Entrepreneurship, Difference between Business Entrepreneurship & Social Entrepreneurship, Importance of Social Entrepreneurship, Historical examples of Social Entrepreneurs of India & the world, the attributes of Social Entrepreneurs.

Module II – Social Entrepreneurship in Practice

Ideal conditions for Social Entrepreneurship, Addressing social problems, Management of SE, Motivation for Social Entrepreneurs, Challenges for Social Entrepreneurs, Contemporary Social Entrepreneurs of India & the world.

Module III – Boundaries for Social Entrepreneurs

Contribution of Social Entrepreneurship for society & country, Boundaries and limitations for Social Entrepreneurs, The future of Social Entrepreneurship.

Module IV – Funding/Financing Social Entrepreneurs

Angel funds, Venture Capital, Corporate financing, Microfinance, Internal funding sources. **Module I: Introduction to IMC**

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

Module V: Managing Mass Communications:

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

Module VI: Advertising Planning & Strategy: Media and Effectiveness

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

Module VII: Media Planning

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

Module VIII: Managing Mass Communications:

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

[Type text]



Module IX: Managing Personal Communications:

Direct and interactive marketing, Word-of-mouth, and Personal selling, Direct Marketing, Word-of-mouth influence,

E. Examination Scheme:

Components	Mid Term Exam	Attendance	Project/Assignment/ Quiz/Presentation	ESE
Weightage (%)	15	5	1 0	70

F. Suggested Text/Reference Books:

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Services and Consumer Behavior	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
2	Service Sector and its structure. Drivers of service sector growth. Service products, Nature of services:	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
3	Tangibility Spectrum; Defining the service offering; Flower of Service. Goods vs. Services;	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
4	the service marketing challenges and implications for marketers for each service characteristic.	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
5	Categorizing Service Processes	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam

[Type text]



6	Self Service Technologies. Consumers and markets, Consumer behavior in services;	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
7	Search, Experience and Credence attributes. Service Encounters and the types; Moments of Truth. The expanded Services Mix.	Lecture	MBA479.1	Mid Term-1, Quiz & End Sem Exam
8	Focus on Customers	Lecture	MBA479.2	Mid Term-1, Quiz & End Sem Exam
9	Customers' expectations of service	Lecture	MBA479.2	Mid Term-1, Quiz & End Sem Exam
10	Consumer Behaviour in Services - Consumer decision-making process. Consumer Expectations: Concept.	Lecture	MBA479.2	Mid Term-1, Quiz & End Sem Exam
11	Consumer Behaviour in Services - Factors influencing customer expectation of services	Lecture	MBA479.2	Mid Term-1, Quiz & End Sem Exam
12	Consumer Behaviour in Services - Service encounter and moments of truths.	Lecture	MBA479.2	Mid Term-1, Quiz & End Sem Exam
13	Consumer Behaviour in Services - Service encounter and moments of truths.	Lecture	MBA479.3	Mid Term-1, Quiz & End Sem Exam
14	Consumer Behaviour in Services - Managing Customer Satisfaction.	Lecture	MBA479.3	Mid Term-1, Quiz & End Sem Exam
15	Consumer Behaviour in Services - Managing Customer Satisfaction.	Lecture	MBA479.3	Mid Term-1, Quiz & End Sem Exam
16	Consumer Behaviour in Services - Service failure and recovery.	Lecture	MBA479.3	Mid Term-1, Quiz & End Sem Exam
17	Distribution and Demand Capacity Management of Services	Lecture	MBA479.4	Mid Term-1, Quiz & End Sem Exam
18	Role of Distribution in Services. Channel Conflicts and other key problems	Lecture	MBA479.4	Mid Term-1, Quiz & End Sem Exam
19	Service Quality & Productivity - Approaches to improve productivity. Managing service demand and capacity	Lecture	MBA479.4	Mid Term-1, Quiz & End Sem Exam

[Type text]



20	Service Quality & Productivity - Understanding capacity constraints, understanding demand patterns.	Lecture	MBA479.4	Mid Term-1, Quiz & End Sem Exam
21	Service Sector Study (Group Project)	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
22	Service Quality & Productivity - service blueprinting,	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
23	Service Quality & Productivity - service blueprinting,	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
24	Service Quality & Productivity - physical evidence & Servicescape.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
25	Service Quality & Productivity - physical evidence & Servicescape.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
26	Service Quality - Concept of service quality	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
27	Service Quality - Gap model of service quality.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
28	Service Quality - Gap model of service quality	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
29	Service Quality - measuring & improving service quality,	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
30	Service Quality - Concept of SERVQUAL system.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
31	Service Quality - Concept of CRM & enhancing quality through it.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
32	Service Quality - Concept of CRM & enhancing quality through it.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
33	Service Quality - Introduction to Six Sigma.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
34	Managing Service Personnel - Role of service personnel and developing customer-focused personnel.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
35	Managing Service Personnel - Job characteristics.	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam
36	Managing Service Personnel - Internal marketing,	Lecture	MBA479.5	Mid Term-2, Quiz & End Sem Exam

[Type text]



H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES														
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10					
MBA479.1	Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products	-	3	-	3	3	3	2	-	3	2					
MBA479.2	Identify the characteristics of the services industry and the modus operandi of consumers.	1	3	3	-	1	3	1	2	3	3					
MBA479.3	Analyse the role and relevance of Quality in Services	-	3	2	-	1	3	3	2	3	3					
MBA479.4	Measure service quality and assess the impact of service quality on consumer Behaviour.	1	3	2	-	2	3	1	2	3	3					
MBA479.5	Identify GAPS between end user and service provider and devise strategies to close them.	1	2	2	2	2	3	1	1	3	2					
MBA479.6	Develop services pricing strategies and identify and analyse best service practices in the industry.	1	3	2	-	1	3	1	2	3	3					

[Type text]



Sample Question Paper

Amity Business School I MID-SEMESTER (SEM –IV) 2022-23						
Class: MBA IV Semester						
Subject Name: MBA 479 SERVICES MARKETING		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q. 2, Q. 4	Q. 6	Q. 1 -	-	Q. 5	Q. 3
Student will be able to MBA479.1. Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products MBA479.2. Identify the characteristics of the services industry and the modus operandi of consumers. MBA479.3. Analyse the role and relevance of Quality in Services MBA479.4. Measure service quality and assess the impact of service quality on consumer Behaviour. MBA479.5. Identify GAPS between end user and service provider and devise strategies to close them. MBA479.6. Develop services pricing strategies and identify and analyse best service practices in the industry.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is service marketing? State its features.				5
CO2	Q.2	How does service industry influence the economy?				5
CO2	Q.3	What impact does the service industry bring in the growth of global and Indian markets?				5
CO2	Q.4	Elaborate consumer decision process for services?				5
CO3	Q.5	What are the factors that influence the customer expectations?				5
CO4	Q.6	State the reasons for service failure.				5

[Type text]



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

[Type text]





AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Attainment

Session	2023 - 24
Course Name	MBA
Semester	4th Semester
Subject Code	MBA 479
Subject Name	Service Marketing
Attainment Level	59% of the students secured more than 60% marks

Note:

Attainments	Rubric
Level 1	IF 60% of students secure more than 60% marks then level 1
Level 2	IF 70% of students secure more than 60% marks then level 2
Level 3	IF 80% of students secure more than 60% marks then level 3

[Type text]

