

AMITY UNIVERSITY RAJASTHAN

Amity Directorate of Online Education

Bachelor of Business Administration



AMITY UNIVERSITY RAJASTHAN

Amity Directorate of Online Education

Bachelor of Business Administration

Programme Code: 12064

Duration – 3 Years Online

Batch- 2024-27

Scheme and Syllabus

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Program Outcomes		
Bachelor of Business Administration– BBA		
S. No.	Description	POs
1.	Acquaint with fundamental business concepts such as marketing, finance, accounting, management, economics, and business ethics.	PO1
2	Understand a broad body of knowledge in business management concepts and current practices in a global business environment	PO2
3	Reflects leadership qualities and the ability to manage teams, projects, and resources effectively.	PO3
4	Demonstrate how creativity and innovations are initiated, included and managed in an organization to support, sustain and innovate business.	PO4
5	Apply theoretical knowledge and skills to provide socially and ethically responsible evidence-based business solutions.	PO5
6	Develops an entrepreneurial mindset, including the ability to identify opportunities and take calculated risks.	PO6

Program Education Objectives (PEOs):

Program Educational Objective

1. Students will instill the management principles and impart their application in real work environment.
2. Students will inculcate knowledge and skill set of underlying management concepts, strategies and issues involved in managing various functional areas of Industry.
3. Students will gain competencies to ensure effective individual and organizational growth through effective analytics using IT, thus meeting the requirement of industry.
4. Students will recognize and understand the use of assertiveness and influential skills.
5. Apply appropriate communication skills across settings, purposes, and audiences and be an influential manager.
6. Students will develop positive outlook and ability that create industrious managerial leaders and business networks.
7. Students will be able to contribute to society as educated, expressive, ethical and responsible citizens with proven expertise.
8. Students will critically appraise and reflect lifelong learning ensuing personal and professional development.

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PROGRAMME STRUCTURE

Semester	CC* Credits	SE * Credits	DE	VA * Credits	NTCC	Total
I	4*5	0	0	1*5	0	25
II	4*5	0	0	1*5	0	25
III	3*5	1*5	1*5	0	0	25
IV	3*5	1*5	1*5	0	0	25
V	2*5	1*5	1*5	1*5	0	25
VI	0	2*5	2*5	0	12	32
Total	80	25	25	15	12	157

SEMESTER-I				
S. No.	Course Code	Course Name	Course Type	Credit
1	ACCT102	Accounting Fundamentals	Core Course	5
2	BC107	Business Communication	Value Added Course	5
3	MKTG102	Principles of Marketing- I	Core Course	5
4	MGMT101	Management Foundation	Core Course	5
5	QAM103	Business Statistics	Core Course	5
SEMESTER-II				
S. No.	Course Code	Course Name	Course Type	Credit
1	BS105	Individual Excellence and Social Dynamic	Value Addition Course	5
2	CSIT118	IT Applications in Business	Core Course	5
3	EVS101	Environmental Studies	Core Course	5
4	FIBA201	Fundamentals of Financial Management	Core Course	5
5	HR201	Fundamentals of Human Resource Management	Core Course	5
SEMESTER-III				
S. No.	Course Code	Course Name	Course Type	Credit
1	OU DSIRP01	Introduction to R and Python Applications	Domain Elective	5
2	HR208	Principles of Organizational Behaviour	Core Course	5
3	POM204	Essentials of Production and Operations Management	Core Course Core Course	5
4	QAM204	Research Methods for Managers		
5	FIBA206	Financial Markets and Services	Select 1 SEC of 5 Credits each	5
6	HR202	Cross Cultural Management	Select 1 SEC of 5 Credits each	5

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SEMESTER-IV				
S. No.	Course Code	Course Name	Course Type	Credit
1	OUUSDMA02	Data Modeling and Analysis Techniques	Domain Elective	5
2	ENTR301	Fundamentals of Entrepreneurship	Core Course	5
3	MKTG304	Principles of Consumer Behaviour	Core Course	5
4	QAM201	Operations Research	Core Course	5
5	MKTG302	Sales and Distribution Management	Select 1 SEC of 5 Credits each	5
6	POM203	Fundamentals of Project Management	Select 1 SEC of 5 Credits each	5
Total Credits				157

SEMESTER-V				
S. No.	Course Code	Course Name	Course Type	Credit
1	OU DSTAB03	Tableau	Domain elective	5
2	MKTG201	Managing Customer Relationships	Select 1 SEC of 5 Credits each	5
3	MKTG316	Marketing in Digital Age	Core Course	5
4	PFE301	Professional Ethics	Value Addition Course	5
5	STRA303	Business Strategy	Core Course	5
6	FIBA306	Financial Planning	Select 1 SEC of 5 Credits each	5
7	POM309	Quality Management	Select 1 SEC of 5 Credits each	5

SEMESTER-VI				
S. No.	Course Code	Course Name	Course Type	Credit
1	OU DSIAI04	Introduction to Artificial Intelligence	Domain Elective(any two)	5
2	OU DSIML05	Introduction to Machine Learning	Domain Elective(any two)	5
3	HR305	Fundamentals of International Human Resource Management	Select 2 SEC of 5 Credits each	5
4	MKTG313	Brand Management	Select 2 SEC of 5 Credits each	5
5	MSDS100	Dissertation	NTCC	12
6	RETL101	Fundamentals of Retailing	Select 2 SEC of 5 Credits each	5
7	OU DSIAI04	Introduction to Artificial Intelligence	Domain Elective(any two)	5
Total Credits				157

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Accounting Fundamentals

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
ACCT102	5	30	70	100

Course Objectives:

- The basic objective of the course is to equip the learners with the understanding of accounting rules and double entry system
- The course is designed so that the learners can understand the scientific preparation of transaction with a relevant interpretation and develop skills for preparation and analysis of financial statements.
- The course also provides learners with knowledge on preparation of cash flow statements and company accounts.

Learning Outcomes:

- Learners who complete this course will be able to understand accounting practice for measurement and disclosure of information, and financial decision making, having regard to IFRS applicability.
- By the end of the course, learners will be able to analyze and interpret published financial information
- Graduates of the course will be able to differentiate between the individual account and company account.
- Graduates of the program will be able to understand amalgamation, absorption and reconstruction of companies

Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and Generally Accepted Accounting Principles. An overview of Indian and US GAAP. Introduction to IFRS

Module II: Recording of Transactions

Concept of double entry. Understanding the Accounting cycle. Preparation of voucher, journal, ledger and trial balance and numerical on the same.

Subsidiary Books

Preparation of subsidiary books including purchase book, sales book, purchase returns book and sales return books and numerical on the same. Cashbook, types of cash book and balancing of cashbook. Numerical on single column cashbook, double column cashbook, triple column cashbook and petty cash book.

Module III: Financial Statements

Preparation of trading account, manufacturing account, profit and loss account and balance sheet (Schedule VI Revised) along with adjustments and numerical on the same.

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Module IV: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis with numerical on the same. Limitations of financial statement analysis. Purpose, use and structure of the Statement of Cash Flows, Preparation of the statement of cash flows as per AS-3. Reporting cash flows and interpreting the statement of cash flows with numerical on the same

Module V: Amalgamation Absorption and Reconstruction of Companies

Determining purchase consideration. Numerical on the accounting treatment of amalgamation, absorption, internal and external reconstruction. Understanding on intercompany holdings. (No numerical)

Company Accounts

Company Accounts: Introduction to shares, characteristics and types of shares no numerical on the same. Accounting for debentures: Classification of Debentures. Differentiate Debentures from shares. Numerical on issue of debentures for cash and for consideration other than cash. Issue of debentures as collateral security.

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Business Communication

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
BC107	5	30	70	100

Course Objectives & Learning Outcomes

Course Objectives:

This course intends to familiarize you with:

- Understand all aspects of communication and their application in different contexts.
- Discuss the processes of communication.
- Analyze and discuss different types of business correspondence.
- Enhance the skills in written as well as oral communication.

Learning Outcomes:

This course helps:

- Understand all aspects of communication and their application in different contexts.
- Discuss the processes of communication.
- Analyze and discuss different types of business correspondence.
- Enhance the skills in written as well as oral communication.

Module I: Essential English Grammar

Tenses, Subject-verb Agreement, Punctuation, Sentence Structure, Common Errors in English, Foreign Words

Module II: Written English Communication

Essay Writing, Precis Writing, Summarising, Paraphrasing

Module III: Concept and Nature of Communication

What is Communication?, Stages of communication: Ideation, Encoding, Transmission, Decoding and Response, Channels of Communication: Downward, Upward, Horizontal and Diagonal, Communication in Organization setting: Internal and External, Barriers to Effective Communication, Guidelines to overcome communication barriers, The Listening Process, Listening with a Purpose, Barriers to Listening, Effective Listening Strategies, Defining Non-verbal communication, Functions of non-verbal communication, Gesture cluster, Acoustic Features

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Module IV: Effective Presentation

Pre-Presentation Jitters, Preparation and Practice, Delivering the presentation, Qualities of a skillful presenter, Capturing and maintaining attention, Handling questions, Power-Point presentation, Netiquette, Professional profiles, Blogs, Letters, Emails, Memo, Notices

Module V: Employment Communication

Functions of report, Types of report, The report/proposal process, Organizing the report/proposal, Resume writing, Group Discussion, Qualities/Skills assessed in group discussion, Do's and Don't's in a group discussion, Effective participation in group discussion, Mock GD sessions

Text & References:

Text:

- Business Communication K. K. Sinha
- Business Communication: Theory and Application: Lesikar and Pettit
- Effective Communication: Adair, John
- **Successful Communication in Business: Pryse, B. Elizabeth**

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Management Foundation

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MGMT101	5	30	70	100

Course Objectives:

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. The course is aimed at developing an understanding of basic management principles applicable to individuals, small and large organizations.

Student Learning Outcomes:

By the end of the course students will be able to recognize professional skills required of managers and contrast different types, roles, and styles of managers. Students will also be able to diagnose the management issues in organizations and solve the management issues in real practice. Students will also understand the major functions of management and organizational structure and relationships.

Module I: Introduction

Concept, Nature, Scope and Functions of Management, Levels of Management, Evolution and Foundations of Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory.

Module II: Management Planning Process

Planning objectives and characteristics, Hierarchies of planning, the concept and techniques of forecasting. Decision Making: Concepts and Process, Management by objectives (MBO) the concept and relevance.

Module III: Organization

Meaning, Importance and Principles, Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority.

Module IV: Staffing

Meaning, Job analysis, Manpower planning, Recruitment and selection, Retention: Transfers and Promotions, Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition.

Module V: Directing & Management Control

Directing: Concept, Principles, Process, Elements. Motivation: Concepts and Theories (Maslow's Need Hierarchy Theory, Herzberg Two Factor Theory, Theory X & Y)ERG Theory. Communication: Concept, Process, Types, Barriers, Effective Communication. Leadership: Concept, Qualities of a Good Leader, Coordination
Meaning, Nature, Features, Objectives and Process of Management Control and Behavioural Aspects of Management Control, Need for Control system, techniques of control and linkage between planning and control

References:

- Koontz O' Donnel, Essential of Management
- Stoner, Freemand and Gilbert ,Management
- L.M. Prasad , Principles & practice of Mgmt.
- Burton & Thakur , Management Today

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Business Statistics

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
QAM103	5	30	70	100

Course Objectives:

The objective of this course is to:

- familiarize the students with various statistical tools which can help them in analysis and interpretation of business data.
- provide students with hands-on experience to promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data.
- to facilitate statistical thinking via a data-oriented approach.

Learning Outcomes:

Upon the completion of this course, students will be able to:

- recognize the importance and value of mathematical and statistical thinking, training, and approach to problem solving, on a diverse variety of disciplines;
- be familiar with a variety of examples where mathematics or statistics helps accurately explain abstract or physical phenomena;
- recognize and appreciate the connections between theory and applications;
- be able to independently read mathematical and statistical literature of various types, including survey articles, scholarly books, and online sources; and
- be life-long learners who are able to independently expand their mathematical or statistical expertise when needed, or for interest's sake.

Module I: Introduction to Statistics

- Definitions, Functions of Statistics, Limitation of Statistics, Applications of Statistics,
- Collection of Data: Types and Methods, Classification and Presentation of data: Histogram, Frequency Curve, Frequency Polygon, Ogive

Module II: Measure of Central Tendency

- Concepts of Central Tendency: Meaning and Characteristics of Average,
- Types of Averages: Arithmetic mean; Combined mean; Weighted mean; Median; Mode

Module III: Measure of Dispersion

- Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Combined Standard Deviation, Correct Incorrect Values,
- Coefficient of Variation (Absolute & Relative Measure of Dispersion),
- Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Moments, Kurtosis.

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Module IV: Correlation Analysis and Regression Analysis

Correlation:

- Introduction-Importance of Correlation, Types of Correlation,
- Scatter Diagram Method,
- Karl Pearson's coefficient of Correlation (Grouped and Ungrouped),
- Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks,

Regression Analysis:

- Concepts of Regression, Difference b/w Correlation and Regression,
- Regression Lines, Regression Coefficient in a bi-variate frequency distribution.

Module V: Probability Theory & Distributions and Time Series analysis

Probability Theory & Distributions:

- Concept; Addition and multiplication theorems of probability; conditional probability & independent events;
- Bayes' theorem; Probability Distribution Function, Binomial distribution; Poisson distribution; Normal distribution and their applications

Time Series analysis:

- Introduction; Objectives of Time Series analysis;
- Components of a Time Series;
- Moving Average Method; method of least squares (fitting of linear trend only)

References:

- Sharma J K (2014), Fundamentals of Business Statistics, Vikas Pub. House
- Gupta S P (2013), Statistical Methods, S. Chand & Co.
- Kapoor & Sancheti,(2011), Business Statistics, Sultan Chand & Sons
- Anderson Sweeney Williams(2010), Statistics for Business and Economics, Eighth edition, Thomson
- Rubin & Levin (2013), Statistics for Management, Seventh edition, Pearson, Prentice Hall of India.

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Principles of Marketing-I

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG101	5	30	70	100

Course Objectives:

- The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing.
- The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities.

Learning Outcomes:

- By the end of the course students will be able to: Identify and relate to the importance of marketing in the success of a company.
- Describe and analyse the opportunities and challenges inherent in marketing environment.
- Apply product, pricing, distribution and communication strategies to bear positive results.

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, Relationship between Marketing and Strategic Planning

Module II: Analyzing Marketing Opportunities and Understanding Consumers

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, Buying Behaviour for Consumer Markets and Industrial Markets, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process.

Module III: Segmentation, Targeting and Positioning

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

Module IV: Product and Pricing Strategies

Product: Concept & Levels Classification of Products: Consumer and Industrial Product Mix Product Line Decision Product Life Cycle and various strategies New Product Development: Challenges & Process Packaging & Labeling: Concept & Importance Introduction to various objectives of pricing, Pricing Process. Understanding various pricing strategies and their application.

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Module V: Distribution and Marketing Communication Mix

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics. The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications

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Individual Excellence and Social Dynamics

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
BS105	5	30	70	100

Course Objectives:

- Students will be able to understand attitudes and their relevance with personality.
- Relate emotional competency with the power of motivation.
- Explain values, ethics & morality to students.
- Discuss cultural and social dynamics.

Learning Outcomes:

Students will be able to:

- Relate attitudes and their relevance with personality.
- Practice emotional competency with the power of motivation.
- Apply values, ethics & morality in daily practices.
- Demonstrate behavioural skills in social and cultural dynamics.

Module I: Understanding Self for Effectiveness

- Understanding Personality
- Role of Nature and Nurture in Personality Development
- TEA Model of Self
- 1.1.4- 1.1.5 Component of Self & Real Self, Role Self, Ideal Self
- Self-Awareness
- Techniques of Self Awareness – Johari Window and SWOT Analysis of Self
- Big 5 Factors
- 1.1.9-1.1.10 Meaning, nature of attitude (Components and Formation) & Importance of Attitude has been
- Attitudinal Change
- Prejudice, Discrimination, Stereotype
- Building Positive Attitude

Module 2 Motivation and Emotional Intelligence

- Understanding Emotions
- Types of Emotions
- Function of Emotions
- Positive emotions and Personal development
- Creating healthy organizational climate
- Emotional Intelligence – Meaning, components, Importance and Relevance
- Managing Emotions
- Motivation; Meaning, Types of Motivation, Components of Motivation
- Source of Motivation

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Module 3- Social and Behavioral Issues

- Social issues in Community
- Healthy management of Social Issues
- Social and Psychological Stigma
- Strategies to overcome Social Stigma
- Behavioural Problems
- Rumors; Social Media, Electronic Media
- Nature of Socialization
- Types of Socialization
- Agents of Socialization and their Contribution
- Social Inhibition and Social facilitation

Module 4- Managing Diversity for Peace and Harmony

- Individual Differences
- Understanding Diversity
- Barriers and Challenges in Managing Diversity
- Managing Diversity in an Organisation
- Tolerance
- Harmony
- Pro-Social Behavior
- Social Change
- Sense of pride and standings up for one's right
- Integrity and accountability
- Fundamental duties for a good Citizen

Module 5 - Values and Ethics for Personal and Professional Development and Human Interface and Organizational Justice

- Personal values-Empathy, honesty, courage, commitment
- Values Clarification & Acceptance
- Professional Values-Work ethics, respect for others
- Learning based on Scriptures like- Ramayana, Mahabharata, Bible, Quran, Gita etc.
- Types of Judgment (Factual Aesthetic, Moral)
- Domains in study of Ethics (Applied, Normative & Meta Ethics)
- Ethics in Technological Era
- Meaning, Types of Organizational Justice
- Implications of Organizational Justice
- Consequences of Organizational injustice

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IT Applications in Business

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
CSIT118	5	30	70	100

Course Objectives:

- To provide conceptual knowledge of information technology to future managers.
- Highlight important technologies such as DBMS, Network, Internet, E-commerce, used in industry.
- Inculcate an understanding to take routine managerial decisions efficiently.

Learning Outcomes:

- Develop an understanding and practical exposure to the techniques of Information Technology.
- Students will be able to assist in the growth of an organization.
- Develop basic skills of Information Technology.
- Enhance the analytical and design skills applicable in all the business functional areas.

Module I: World of Computers

Introduction to world of Computers, Basic Structure of Computer System, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery,

Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Generation of Computer, Types of Computer (Size and Technology wise), Support Systems -

Hardware and Software, Computer Peripherals, Memory Management.

Module II: Computer Networks and Internet Technology

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

(History, Concepts, & Myths), Difference between Internet, Intranet and Extranet, Domain Name Service, Internet Protocols and Addressing, Services of Internet, Internet and Support Technologies, Censorship and Privacy issues.

Module III: E-Commerce

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages of E-Commerce, ECommerce Transaction Models, E-Commerce Business Models, E-Commerce Technologies,

Hosting E-Commerce Site – Planning and constructing web services, Electronic Payment System, E-Commerce Applications, E-Core Values – Ethical, Legal, Taxation and International issues, E-Commerce Security Issues.

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Module IV: Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Traditional File

System, classification and types of Database Models, Database Approach – Its benefits and disadvantages.

Enterprise Resource Planning

Introduction, History of ERP, Scope and Benefit, ERP and related technologies (BPR, MIS,

DSS, EIS, SCM, OLAP), ERP implementation methodology – implementation life cycle, ERP

and its success factors, Pitfalls and management concerns, ERP Market – renowned vendors and the packages.

Module V: Future Trends in Technology

Cloud computing and business organizations, SaaS, Big Data, Use of artificial intelligence in

business, Machine Learning, Industrial internet of things, Intelligent interfaces, Augmentation Reality, Quantum computing, Blockchain, Smart dust.

Text & References:

- Deborah Morley - Understanding Computers: Today & Tomorrow, Eleventh Edition, April 11, 2007, Thomson
- IT Strategy for Business, Parag Kulkarni & Pradip Chande, Oxford University Press
- Rajaraman, V. 1998, An Introduction to Computers, Prentice Hall of India.
- Bhatnagar, S.C. and Ramani, K.V., Computers and Information Management.
- Hunt and Shelly. 1994, Computers and Common sense, Prentice Hall of India.

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Environmental Studies

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
EVS101	5	30	70	100

Course Objectives:

The objectives of the course are to:

- Provide students with the scientific background needed to understand how the Earth works and how we, as human beings, fit into that.
- Enable students to identify and analyze environmental problems as well as the risks associated with these problems.
- Help students understand how to live their lives in a more sustainable manner.

Learning Outcomes:

By the end of this course, learners will be able to:

- Recognize the environmental problem associated with development.
- Apply the gained knowledge for environmental conservation and its sustainability.
- Demonstrate an integrative approach to deal with environmental issues with a focus on sustainable environmental management.
- Develop an ability to integrate the disciplines related to environmental concerns.
- Formulate critical thinking skills for environmental protection.

Module I : Multidisciplinary nature of environmental studies and Natural Resources

Multidisciplinary nature of environmental studies

Introduction, definition and importance of environmental studies, need for public awareness, sensitisation and participation

Natural Resources

1. Types of natural resources, natural resource conservation, Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.
2. Land resources: Land as a resource, land degradation, man induced landslides, Land resources: soil erosion and desertification.
3. Natural Resources: Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

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4. Natural Resources: Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
5. Natural Resources: Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
6. Natural Resources: Food resources: World food problems, changes caused by agriculture and overgrazing, Food resources effects of modern agriculture, fertilizer pesticide problems, water logging, salinity, case studies.
7. Natural Resources: Energy resources: Growing energy needs, Energy resources renewable and non-renewable energy sources, Energy resources use of alternate energy sources, case studies.
8. Role of individual in conservation of natural resources
9. Equitable use of resources for sustainable lifestyles.

Module II : Ecosystems

1. Concept of an ecosystem,
2. Types of ecosystem,
3. Structure and function of an ecosystem, Producers, consumers and decomposers.
4. Energy flow in the ecosystem, Food chains, food webs and ecological pyramids.
5. Ecological succession.
6. Introduction, types, characteristic features, structure and function of Forest ecosystem, Grassland ecosystem and Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module III : Environmental Pollution

Definition Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards Solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management : floods, earthquake, cyclone and landslides

Module IV: Social Issues and the Environment and Human Population and the Environment

Social Issues and the Environment

Environment from Unsustainable to Sustainable development Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns. Case Studies Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act Wildlife Protection Act Forest Conservation Act Issues involved in enforcement of environmental legislation. Public awareness.

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Human Population and the Environment

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Module V : Biodiversity

1. Introduction - Definition: genetic, species and ecosystem diversity
2. Biogeographical classification of India
3. Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
4. Biodiversity at global, national and local levels, India as a mega-diversity nation
5. Hot-spots of biodiversity,
6. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
7. Endangered and endemic species of India 8. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
8. Biological Diversity Act, 2002

Text & References:

- Gauba Dhawan and Bisht Environmental Studies, Challenges & Solutions A quick Compendium.
- Somvanshi and Dhupper, Fundamentals of Environmental Studies.
- Kaushik and Kaushik, Fundamentals of Environmental Studies.
- Asthana and Asthana, A textbook of Environmental Studies.

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Fundamentals of Financial Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
FIBA201	5	30	70	100

Module 1: Introduction to Financial Management & Tools for Financial Decision Making.

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm. Meaning, importance and role of Indian Financial System. A framework for Financial Decision Making - Financial Statement Analysis: Interpretation & Analysis of fund flow statement, cash flow statement, financial ratio, common size statement, Comparative statement, trend analysis, time series. 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.

Module 2: Analysis and Techniques of Capital Budgeting

Basics of Capital Budgeting, Types of capital budgeting decisions, Preparation of capital budgeting proposal, estimating cash flows for project appraisal, Green capital budgeting. Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, Modified IRR, PI and Capital Rationing.

Module 3: Sources of Finance

Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs. An introduction to: leasing, Hire purchase, Leverage Buyouts and securitization. An Overview of Sources of short term finance: Accruals, Trade credit, Working capital advance by commercial banks, Public Deposits, Inter-corporate deposits, Short term loan from financial institutions, Commercial Paper, Factoring & Forfaiting, securitization, Institutional sources of funds-banks, FII's, VCF's.

Module 4: Working Capital Management

Factors influencing working capital requirement, estimating working capital requirement (numerical), Operating cycle analysis, Negative Working Capital. An introduction to inventory management. Objectives of Inventory management, EOQ Model (with numerical). Receivables management: An Introduction. Management of cash: Cash Planning, Managing the cash flows, Determining Optimum Cash Level (Baumol Model with numerical), Investing surplus cash, Calculation of Maximum Permissible Bank Finance(MPBF).

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Module 5: Cost of Capital and Leverage Analysis

Concept, significance, assumptions, factor affecting cost of capital. Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares (floatation cost and its adjustments). Weighted average cost of capital. Book value weights v/s market value weights. EBIT-EPS analysis, Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Text & References:

Text:

- Pandey, I. M. Ninth Edition, Financial Management, Vikas Publishing House Pvt. Ltd.

References:

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

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Bachelor of Business Administration

Fundamentals of HRM

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
HR201	5	30	70	100

Course Objectives:

- Students will be able to appreciate the importance of human resource management as a field of study and as a central management function.
- Develop an understanding of the HRM function and its relation to other organizational functions.
- Learn the managerial skills involved in acquiring and maintaining a workforce that is both productive and high on maintenance factors such as loyalty and cohesiveness.
- Understand how the functions of human resource planning, job requirements, recruitment, selection, training, managerial development, career planning, performance appraisal, and compensation can be utilized in attaining organizational goals.
- Prepare learners for important personal career planning activities.
- Enhancing sensitivity to HRM issues so the learners will be able to identify the problem areas and resolve them more effectively, both as a manager and as an individual.

Learning Outcomes:

By the end of the course, students will be able to

- Demonstrate the basic concepts of HRM.
- Learn the various objective, scope and function of HRM.
- Learn the application of HRM in the organization.
- Evaluate the current issues and trends in HRM.
- Gain an understanding of the different analytical approaches used by HR professionals to solve real business problems.

Module I - Introduction To hrm

Introduction, Concept and Functions, Evolution (PM vs. HRM), Scope and Significance of Human Resource Management, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

Module II- Acquisition Of Human Resources

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

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Module III- Development Of Human Resources

Training and Development (process, methods: On-the job, Off-the job), Evaluation of training and Performance Appraisal (concept, significance, process, methods- traditional and modern.

Module IV-Maintenance Of Human Resources

Job Evaluation: concept, process, Compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling, Discipline, Attrition and Retention.

Module V- Current Trends In Hrm

Understanding People Analytics, HRIS (Human Resource Information System); Contemporary issues in HRIS, Introduction to Multigenerational Workforce, Flexible Workforce, Role of Technology in HRM.

Text & References:

Text:

- Basak, S. P. (2017). Human Resource Management: Text & Cases. New Delhi: Pearson

References:

- Rao, S. (2014). Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
- Armstrong, M. (2010). Handook of HRM Practice. USA: Kogan Page.
- Dessler, G. (2010). Human Resource Management. New Delhi: Prentice Hall.
- Robbins, D. A. (2010). Fundamentals of Human Resource Management. New Delhi: Wiley

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Introduction to R and Python Applications

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
OUDSIRP01	5	30	70	100

Course Objectives:

At the end of this course, you will be able to:

- Describe the basics of Data Science, including Programming, Mathematics, and Statistics.
- Explain the importance of data pre-processing techniques and data visualisation in Data Science.

Learning Outcomes:

In this course, you will learn to:

- Analyse data using descriptive analytics techniques to summarise and understand the data.
- Apply visualisation patterns to explore and present data effectively.
- Implement data pre-processing techniques to prepare data for analysis.
- Utilise statistical methods to draw meaningful conclusions and make informed decisions.
- Execute application of packages/libraries in R and Python for data analysis.
- Demonstrate understanding of visualisation patterns for datasets and customisation for effective communication.

Module I R Basics

- Basic Operations in R; Math Operations in R; Vectors; Working with Null Values; Import and Export Files in R; Data-Frame; Joins; One-way and Two-way Tables; Matrices

Module II Python Basics

- Objects and Functions; Identifiers, Variables, and Datatypes; Operators; Python Flow; Function Arguments; Recursive Functions; Lambda; Exception Handling; Iterators; Generators; Decoders

Module III Mathematics for Data Science

- Probability; Statistics; Linear Algebra; Gradient Descent; Calculus for Data Science; ANOVA; Hypothesis Testing

Module IV NumPy and Pandas

- Numpy: Arrays; Vectorisation; Boolean Indexing; Matrix Multiplication; Tuple; Join/Merge Data; Unicode Strings, etc.
- Pandas: Data Structure; Data Frame; Reading Data; Handling Missing Data

Module V Exploratory Data Analysis

- Data Visualisation using ggplot2 and Matplotlib; Data Pre-processing; Data Transformation; Data Reduction; Feature Extraction; Univariate and Multi-variate Analysis

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Financial Markets and Services

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
FIBA206	5	30	70	100

Course Objectives:

- To explain structure and functioning of financial markets
- To acquaint students with various financial services
- To give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services
- To familiarize the student with the present status and development taking place in the financial services sector
- To develop an integrated knowledge of the functional areas of financial services industry in the real world situation

Learning outcomes: On completion of the course, student shall be able to:

- Explain basic concepts and different types of financial markets & services
- Describe the structure and functioning of financial markets
- Demonstrate their knowledge related to regulatory framework for different markets & services
- Apply their knowledge in taking decisions related to financial markets and services

Module I: Introduction to Indian Financial System

Overview of Financial systems In India — Structure, Regulation Role And Functions of Financial Systems — Financial Instruments — Financial Markets — Capital Markets & Money Markets — Interlink Between Money Market & Capital Market — Characteristics Of Financial Markets — Functions Of Stock Exchange — Introduction To Forex.

Module II: Financial Services and Merchant Banking

Role of Financial Services in economic development, Evolution of Financial Services Sector in India, Merchant banking — pre and post issue management, Underwriting & Regulatory framework relating to merchant banking in India.

Module III: Venture Capital and Private Equity

Characteristics of Venture Capital Financing, Stages of VC financing, Structure & sources of VC financing in India, Difference between private equity and venture capital. Pre and Post money valuations in case of venture capital financing.

Module IV: Leasing, Hire Purchase & Credit Rating

Leasing and Hire Purchase Services, Types of Leasing, Pricing Methodology, Taxation, and Legal Framework for Leasing and Hire Purchase Companies & Leasing Vs. Buying-

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NPV, Consumer Credit, Credit rating -concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies in India.

Module V: Recent Trends and Use of Technology in Financial Services Sector

Use of technology in various financial markets and services, use of software, emerging issues and future prospects, KYC, mobile Apps.

Text Reading:

- Khan, M.Y(2017), Financial Services, Tata McGraw Hill, New Delhi.
- Meir Kohn (2018), Financial Institutions and Markets, Tata McGraw-Hill, New Delhi.

References:

- H.R Machiraju(2018), Indian Financial Systems, Vikas Publication, New Delhi.
- Gurusamy,S.(2009), Financial Services, Tata McGraw Hill, New Delhi

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Bachelor of Business Administration

Cross Cultural Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
HR202	5	30	70	100

Course Objectives:

- The Course Contents provide exposure to the diverse management styles across the globe and impart understanding of different approaches and each management style.
- It will enable students to identify some of the factors that influence how decisions are made in cross-cultural management contexts .
- Identify, describe and explain key models used for comparing cultures, critically assessing the practical value of these in the context of cross-cultural management decision-making.
- An insight about the systems in case of Styles of Management and its impact on the Cross Cultural Management.
- Integrate and differentiate the various HR issues of Cross Cultural Teams viz North America, Europe,
- Middle-East, Latin America, CIS and Asia8.

Learning Outcomes:

- Students would be able to comprehend International management and Culture. Culture. Culture.
- Students would also be able to distinguish the practical implications of various models of cross cultural management.
- Students would be able to illustrate the integration of the Styles of Management and its impact on the Cross Cultural Management.
- The students would be able to differentiate & demonstrate the HR issues of Cross Cultural Teams.

Module I Introduction to Cross Cultural Management

Introduction to the Concept of Cross Cultural Management, Definition of Culture and Impact of the Culture on International Business, Various Connotations and determinants of culture, International management and Culture, Comparing Cross-Cultural and International Management, Implications for International Management .

Module II Modalities of Cross-Cultural Dimensions

Kluckhohn and Strodtbeck's Cultural Dimension, Hofstede's Cultural Dimensions, Trompenaars Cultural Dimensions, Hall and Hall's Cultural Dimension, . Globe project and country clusters. The interacting spheres of culture- Professional culture, Functional Culture and Corporate culture. Managing differences in the cultures of industry, Cultural challenges in the modern Indian work place.

Module III Styles of Management and its impact on the Cross Cultural Management

Indian style of Management, Japanese Style of Management , German style of Management, French Style of Management , UK Style of Management , USA Style of

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Management ,Styles of Management in African Countries ,Style of Management of Latin American Countries, Chinese Style of Management, Australian Style of Management.

Managing Across Cultures

Culture as a Factor in People's Response to Change, Recognizing the Significance of Shifts in Culture, How Economic Factors Influence Shifts in National Cultures, How Foreign Intervention Causes Shifts in Local Cultures.

Module IV :Cross - Cultural Communication

Successful communication across the culture, Appropriate communication within and across the culture, Interpreting contexts for Management communication within and across the culture, The cross cultural significance of Non verbal communication, Managing the cultural specific perceptions, Responding to the demographic change.

Module V: HR issues of Cross Cultural Teams

Cultural influences on motivation, Leadership and culture, different leadership styles in North America, Europe, Middle-East, Latin America, CIS and Asia. Factors influencing IHRM, Difference between IHRM and domestic HRM: in Staffing, Recruitment and selection, training and development, performance appraisal and compensation and rewards, Reasons for using expatriates, Concerns of managing expatriate employees, Relation between cultural values and team processes, Techniques to design and implement effective international teams

Text:

- Daniels, J. D. and Radebaugh, L. H. (2004). International Business: Environments and Operations, 10th Edition. Prentice-Hall, Inc., New Jersey. ISBN: 0-13-121726-7. (referred to as D&R)

References:

- Hill, C. W. (2003). International Business: Competing in the Global Marketplace. 4th Edition. McGraw-Hill. (referred to as H)
- Griffin, R. W. and Pustay, M. W. (2002). International Business: A Managerial Perspective. FT/Prentice Hall. 3rd edition.
- Griffin, R. W. and Pustay, M. W. (2005). International Business. FT/Prentice Hall. 4th edition.
- Hibbert, E. (1997). International Business Strategy and Operations. MacMillan Press Ltd.
- Henry, C. M. and Springborg, R. (2001). Globalization and the Politics of Development in the Middle East. Cambridge University Press.
- Rugman, A. M. and Hodgetts, R. M. (2003). International Business. 3rd Ed. Pearson Education Limited. ISBN: 0-273-67374-2. (referred to as R&H)
- Smith, A. (1937). The Wealth of Nations. New York: The Modern Library.
- Tayeb, M. (2003). International Management: Theories and Practice. Prentice Hall.
- Todaro, M. P. (2000). Economic Development, 7th Edition. Pearson Education Limited. ISBN: 0-201-64858-X.

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Principles of Organizational Behaviour

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
HR208	5	30	70	100

Course Objectives:

The course aims to familiarize the students with the behavioral patterns of Human beings at individual and group levels. This course aims at introducing the students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. This course will acquaint students with the theories of management and behavior of people in modern organizations as per Industry 4.0. This course aims at developing the knowledge and skills in leadership, power, communication, negotiation, change management and conflict management for handling the challenges of the modern industry characterized by change and technological innovations.

Learning Outcomes:

By the end of the course, students will be able to

- Demonstrate and summarize the key concepts and ways of analyzing factors relating to individuals, groups and organizations.
- Identify and distinguish between different types of learning, personality and motivational theories.
- Specify the process of group formation and justify the role organizational behavior in Business settings.
- Understand and grasp the dynamics of groups and team building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves.
- Develop theoretical and practical insights and problem-solving capabilities for effectively managing the organisational change.

Module I Introduction to Organizational Behavior

Organizational Behavior: The concept, Nature and Significance, Factors affecting human behavior, Disciplines contributing to OB, emerging issues in OB

Module II Understanding Individual Behavior

Individual Behavior: Personality-concept and determinants; Theories of Personality: MBTI, Holland's model; Cattell's model and Big Five personality factors; Perception: concept, factors influencing perception; perceptual errors; managerial implications of perception; Learning: Concept, Learning theories: Classical conditioning theory, Operant conditioning, cognitive learning and social learning theories; Values- concept and Rokeach value survey.

Module III Dimensions of interpersonal Behavior

Interpersonal Dimensions of Behavior; Transactional Analysis, Implications of TA; , Importance of Communication and Negotiation in interpersonal relationships; Emotional

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Intelligence- Meaning, importance and application in organization, Power: Concept, determinants, types; Organizational Politics: Tactics, Impression Management.

Module IV Motivation, Attitude, and Leadership

Motivation: concept, significance and theories of Motivation; Attitudes: Meaning, components, formation. Emotional Intelligence- Meaning, importance and application in organization, Leadership: Nature and Significance of Leadership, Leadership styles Trait Theory, Behavioral Theory and Managerial Grid.

Module V Group Behaviour, Conflicts and Organizational Change

Group: Concept, types of groups, stages of group development, Determinants of Group Behavior; Organizational conflict, Nature and types of conflict, Management of organizational conflict, Organizational change, Planned change, Resistance to change, Managing stress during change.

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Essentials of Production and Operations Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
POM204	5	30	70	100

Module I : Overview of Production and Operation Management

Descriptors/Topics

Brief history of Production and Operation Management, The Service Revolution, Definition, Factors Affecting Operations Management, Role- Scope and Function of Production and Operation Management, Criteria of Performance for the Production and Operation Management, Operation Strategies, Effect of Growth of Service Sector on Operations Management, Real life project in industry based on operation management techniques

Module II Demand Forecasting

Qualitative Forecasting Methods (Educated Guess, Consensus, Delphi Method, Historical Analogy, Market Research), Quantitative Forecasting (Linear Regression, Moving Average, Weighted Moving Average, Exponential Smoothing with Numerical). Analytical tools for DSS for operations management

Module III Facility Location and Facility Layout

Descriptors/Topics

Facility Location

Factors Affecting Location Decisions, Quantitative Techniques in Facility Location (Factor Rating Method, Centre of Gravity Method, Load Distance Method, Break Even Analysis Method). Utilization of GIS in Plant Location.

Facility Layout

Principles of Facility Layout, Types of Layout (Process Layout, Product or Line Layout, Fixed Position Layout), Concepts of Line Balancing -No Numerical), Merits and Demerits of Product and Process Layout

Module IV Production Planning and Control

Descriptors/Topics

Concepts of Capacity Planning, Aggregate Planning, Master Production Scheduling – No Numerical. Concepts of Push System, Pull System. Job Shop Scheduling and its Criteria (Mean Flow Time, Mean Tardiness, Number of Tardy Jobs - with Numerical), Single Processor Job Shop Scheduling (Due Date Method, Shortest Processing Time Method – with Numerical). Concepts of two machines scheduling (Johnson’s Rule) – No Numerical

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Module V Inventory Management, Supply Chain Management & Logistics Management and Foundations of Quality

Descriptors/Topics

Inventory Management: Basic Concepts of Inventory Management, Lead time, Safety Stock, Elements of Inventory Costs, ABC Analysis, Basic EOQ model, Just in time system, Basic concepts of supply chain management, Basic Concepts of Logistics Management.

Foundations of Quality, Introduction to TQM, Concepts of Statistical Quality Control, X (Bar), R chart; c Chart, p Chart – with Numerical. Introduction of Acceptance Sampling, – No Numerical. Concepts of Kaizen, 5S, ISO standards and 6-Sigma, Lean Manufacturing, TPM.

Text:

- Buffa, E.S, Sarin RK, 2008, Modern Production/ Operations Management, John Wiley & Sons
- Chary SN, 2008, Production and Operations Management, McGraw Hill.

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Bachelor of Business Administration

Research Methods for Managers

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
QAM204	5	30	70	100

Course Objectives:

- 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.

Learning Outcomes:

On completion of the course the student will be able to:

- Analyse qualitative and quantitative data, and explain how evidence gathered supports or refutes an initial hypothesis.
- Evaluate critically the quality of research by others
- Formulate research questions designed to test, refine, and build theories
- Identify and demonstrate facility in research designs and data collection strategies that are most appropriate to a particular research project
- Formulate a complete and logical plan for data analysis for adequately answer the research questions a probe alternative explanation
- Interpret research findings and draw appropriate conclusions

Module I Nature and Scope of Research Methodology

Types of research: Exploratory & Conclusive; Research process and steps in conducting research; Approaches of research: Deductive, Inductive, Qualitative and Quantitative; Planning a research project: Problem identification and formulation. Research Design: Exploratory, Descriptive and Experimental.

Module II Research Methods and Data Collection Technique

Research modelling: Types and Stages; Data collection methods: Survey, Observation and Questionnaire; Questionnaire Design: Steps in constructing a questionnaire, Attitude measurement; Scaling techniques; Sampling Plan: Sampling frame, sample selection methods- Probability and non- probability, sample size; Sampling and non-sampling errors; Editing, tabulating and validating of data. Project for questionnaire design and data collection for identified research problem.

Module III Data Analyses Techniques

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Hypothesis concept, types and formulation; testing of hypothesis procedures: Parametric tests (z-test, t-test, and F-test) and Non-parametric test (Chi-square test, One-way ANOVA). Multivariate Techniques: Multi-Dimensional scaling, Data reduction (Factor analysis) and Cluster analysis. Use of statistical software SPSS 21.0 for data analysis.

Module IV Associative and Predictive Techniques

Introduction to Correlation, Types of Correlation, Coefficient of correlation. Concepts of Regression, Regression Coefficient, Regression line. Use of statistical software SPSS 21.0 for data analysis.

Module V Field Project and Report Writing

Pre-Writing considerations, Research report components, Common Problems encountered when preparing the Research Report. Presenting research report. Reporting of result and their interpretation in assigned project.

References

- Cooper D R, Schindler P S and Sharma J K (2012) ; Business Research Methods, McGraw Hill Education. Bryman and Bell; Business Research Methods, Oxford University Press.
- Malhotra, Naresh (2007); Market Research, Prentice Hall of India.
- Churchill, Gilbert A, Lacobucci, Dawn (2008); Marketing Research: Methodological Foundations, South Western.
- Panneerselvam R (2006); Research Methodology, Prentice Hall of India

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Principles of Consumer Behaviour

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG304	5	30	70	100

Course Objectives:

- The course will help the students take a holistic view of the buyer.
- It will help equip them with knowledge of various models and frameworks to help understand buyer behaviour and align the knowledge with formulation of appropriate marketing strategies.
- The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behaviour and apply them to real life marketing situations and practices.

Learning Outcomes:

- The students who successfully complete the course will be able to identify and relate to the importance of consumer behaviour in the overall marketing process.
- The graduate of the course will be better equipped to analyse, review and discuss as to how and why consumers behave in general and by segments.
- The students will be able to employ, illustrate and interpret tools used to uncover underlying aspects of consumer psychology that runs behind the decision-making process
- The student will be able to apply knowledge of buyer behaviour to create product, service and marketing ideas in ways that motivate consumers to act.

Module I Introduction

Consumer Behaviour: Definition and significance. Understanding consumer and market: Profile of Indian and Global Consumers. Applications of consumer behaviour knowledge in marketing Methods of consumer research.

Module II External Influences on Buying Behaviour Culture:

Meaning and Characteristics. 30 Cross Cultural understanding of Consumer Behaviour. Subculture, Social class, Demographics and social stratification Social Groups: Meaning and formation of a group, group properties. Family: Lifecycle and its significance on Consumer Behaviour. Family purchase decision process. Reference group influences on consumer behaviour and marketing strategy

Module III Internal Influences on Buying Behaviour-I

What are Personality Behaviours? How do Internal Factors Influence Consumers' Decision-making Processes? How does Personality Affect Consumer Behaviour? Types of Personality

What is the Self-Concept Theory? How do You Develop Self-Concept? Relation between

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Lifestyle and Consumer Behaviour, Importance of Lifestyle in Consumer Behaviour, Role of Lifestyle in the Buying Decision Process, How does Lifestyle Affect Decision Making? Family Life Cycle in Consumer Behaviour, Why is Family Life Cycle Important for Marketers?

Module IV Internal Influences on Buying Behaviour-II

What is Consumer Motivation? Types of Motivation in Consumer Behaviour, What is Frustration in Consumer Behaviour? How Do You Motivate Customers? Role of Motivation in Consumer Decision Making, What is Positive and Negative Motivation in Consumer Behaviour? Nature and Role of Motives and Their Significance in Marketing, What is Perception in Marketing? Does Perception Influence Marketing Strategy? Stages of Perception in Marketing, Various Measures Used by the Marketer to Capture Consumer Learning, Four Elements of Consumer Learning, Learning Theory in Consumer Behaviour, How do Marketers Use Learning and Memory Theories? Consumer Learning Outcomes and Measures: Characteristics, Functions and Its Importance in Buyer Behaviour, Strategies for Changing Attitude and Intentions

Module V Consumer Decision Process Consumer decision process model Types of consumer decisions. Situational Influences. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation, Post-purchase dissonance and Product disposition.

Text & References:

- Schiffman, Leon G / Kanuk, Leslie Lazar, (2010), Consumer Behaviour, PHI,
- Hawkins et al, (2006), Consumer Behaviour. McGraw Hill
- Blackwell et al (2009), Consumer Behaviour, Thomson Publishing
- Solomon (2007), Consumer Behaviour, Prentice Hall
- Loudon, David / Bitta, Albert Della (2008), Consumer Behaviour: Concepts & Applications, Tata McGraw Hill

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Operations Research

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
QAM201	5	30	70	100

Course Objectives & Learning Outcomes

Course Objectives:

- This course aims to introduce students to Use operations research techniques for effective decisions-making, Model formulation
- An understanding of applications that are used in solving business decision problems.

Student Learning Outcomes:

On completion of this course, a student should be able to

- Identify and express a decision problem in mathematical form and solve it graphically and by Simplex method,
- Recognize and formulate transportation, assignment problems and drive their optimal solution.
- Identify parameters that will influence the optimal solution of an LP problem and derive feasible solution using a technique of O R.

Module I: Introduction to Operations Research (OR)

Definitions of Operations Research ,

Features of OR and its approach to problem solving; Models and modeling in OR; Methods for solving OR models; Phases of OR approach to problem solving; Application areas of OR .

Module II: Linear Programming

Linear Programming (LP) and allocation of resources, Structure of LP model, Advantages , Assumptions, and Limitations of LP model ; LP model formulation with examples ; Graphical and simplex method for Solving LP model (Up to three variables – only maximization), Dual of LP model and its economic interpretation; Standard results on duality; managerial significance of duality.

Module III : Sensitivity Analysis

Changes in Objective Function, Availability of resources and input-output coefficients; Addition of an additional variable and constraint

Module IV: Transportation Model

Mathematical model of transportation problem; Feasible Solution Methods: Northwest Method, Lowest Cost Method, and Vogel's Method; Optimal Solution: Modified Distribution (MODI) Method; Unbalanced Transportation Problem and its solution;

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Degeneracy and its Resolution; Multiple optimal solutions ; Maximization transportation problem.

Module V: Assignment Model

Mathematical model of assignment problem ; Hungarian method for solving assignment problem; Unbalanced assignment Problem and its solution; Multiple optimal solutions ; Maximization assignment problem; Restrictions on assignment ; Travelling salesman problem.

References:

- Sharma J K (2013), Operations Research: Theory and Applications, Macmillan Pub India
- Wayne L Winston (2004) , Operations Research: Applications and Algorithms, Indiana University,
- Taha H A, (2009), Operations Research: An Introduction, Prentice-Hall of India

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Sales and Distribution Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG302	5	30	70	100

Course Objectives:

- The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
- To familiarize students with the concepts, techniques, and the practical aspects of the key decision-making variables in distribution channel management.

Learning Outcomes:

The student after completion of this course will be able to: -

- Recognise and demonstrate the significant responsibilities of salesperson as a KEY individual.
- Describe and Formulate strategies to effectively manage company's sales operations.
- Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing, and leading sales team.
- Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.

Module I: Introduction Concept

Objectives and functions of Sales Management Evolution of Sales Management Nature and Role of Sales Manager's Job The Personal Selling Process Emerging Trends in Sales Management- Vendor Management, ERP, Sales Automation System. New Means of Selling.

Module II: Sales Organisation and control

Purpose of Sales Organisation, setting sales organisation, Types of sales organization structures. Coordinating selling function with other marketing activities, Sales Territory: Concept and process of devising sales territories. Sales forecasting and Sales Potential, Sales Forecasting Techniques Sales Budget: Purpose and Procedure Sales Quotas: Concept and types.

Module III: Managing Sales Force

Concepts of sales force management: Recruitment and Selection of sales personnel. Sales Training: Areas of sales training: Company specific knowledge, product knowledge, industry and market trend knowledge, and customer education. Compensating and motivating sales force. Routing and scheduling of sales force. Sales audit

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Module IV: Distribution Channel Strategy

Distribution Channels: Concept, Functions and Types. Distribution channel strategy and features of effective channel design. Channel Conflict: Concept and stages, conflict management, international distribution strategy

Module V: Logistics and Supply Chain Management

Definition & scope of logistics, Components of logistics. Inventory management decisions: Concept of EOQ, ROP, JIT, online inventory management Out bound Logistics: Transportation decision, location and warehousing decisions Concept and scope of Supply chain management. Components of Supply Chain Management.

Text & References:

- Sales and Distribution Management: Text and Cases; Krishna K. Havaldar, Vasant M.
- Cavale Tata Mc-Graw Hill Education. ISBN: 0070611904
- Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press. ISBN: 9780198077046
- Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff
- And Norman A.P. Govani; Pearson Education. ISBN: 9788131710890
- Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata McGraw Hill Education. ISBN: 978-0072398878

AMITY UNIVERSITY RAJASTHAN

Amity Directorate of Online Education

Bachelor of Business Administration

Fundamentals of Project Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
POM203	5	30	70	100

course Objectives:

- To impart basic understanding about project and introductory project management techniques.
- An understanding of forward and backward passes for a project

Learning Outcomes:

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

- Define various phases in project management.
- Describe elements of a network analysis of projects.
- Demonstrate both forward and backward passes for a project.
- Calculate the variance of activity times.
- Comply basic project management method in an appropriate work

Module I: Project Management Concepts • Concept of project; • Attributes of a project; • Project management life cycle; • Project need identification; • Defining the project scope

Module II Planning the Work • Work breakdown structure; • Time and cost estimation; • Organisation breakdown structure and Project organisation; • Cost breakdown structures and Budgeting; • Activity on Arrow Diagram, • Numbering the events (Fulkerson's rule), • Activity on Node Diagram, • Critical Path determination; • Project Gantt Chart; •

Module III: Project Process- Detail Project Report; • Project kick-off ,Process Groups

Module IV: Working the Plan • Project team; • Leadership and Project Manager; • Communication and Conflicts in projects; • Periodic Progress Review; • Time management; • Project Control using Gantt chart; • Revising the Critical Path and Reallocation of resources

Module V Project Termination • Termination processes; • Project handover and commissioning; • Project audit; Project final report; • Project closure: Texts: • Meredith & Mantel, Project Management: A Managerial Approach, 8/e, Wiley India • Pinto, Project Management: Achieving Competitive Advantage, Pearson India References: • Kloppenborg, Contemporary Project Management, Cengage Learning • Nicholas and Steyn, Project Management for Business, Engineering & Technology, Elsevier • Kerzner, Project Management, 10/e, Wiley India

AMITY UNIVERSITY RAJASTHAN

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Bachelor of Business Administration

Fundamentals of Entrepreneurship

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
ENTR301	5	30	70	100

Course Objectives:

- This course is designed to help students understand the basic nuances of entrepreneurship.
- From this course the students will come to know about the motivation behind entrepreneurship.
- Students undergoing the course will be appraised on how to shape a business idea.
- The course will help students to identify the components of a Business Plan.

Learning Outcomes:

By the end of this course the student will be able:

- To identify the concept of entrepreneurship, its emergence and its need for society.
- To generate a business idea and diagnose for a new business opportunity.
- To prepare a business plan.
- To identify different institutional support available to the entrepreneur.

Module I: Basic Concepts of Entrepreneurship

Entrepreneur: The concept of entrepreneur, Distinction between entrepreneur and manager, Entrepreneurial competencies or traits, Functions of entrepreneurs, Types of entrepreneurs, Women entrepreneurs, Entrepreneurship and its role- Role of entrepreneurship in economic development, Emergence of entrepreneurial class in India, Myths about entrepreneurship.

Module II: Environmental Monitoring and Importance of Business Idea

Motivation to entrepreneurs, Environmental factors affecting entrepreneurship, Creativity and innovation, Sources of Idea, Idea generation techniques: Brainstorming, Reverse brain storming, Brain writing, Checklist method, Attribute listing.

Module III: Scanning the Environment

Opportunity Recognition: Identifying the business opportunity: SWOT and PESTEL analysis, Fundamentals of feasibility plan, Idea selection, Preliminary Screening, Idea and its importance, Pre-feasibility analysis- Stages of Project Feasibility Analysis- Market, Technical, Financial, Social and Ecological Analysis

Module IV: Business Plan and Sources of Capital

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An introduction to the Business Plan, Components of Business Plan. Sources of capital: Debt: Commercial banks, Institutional finance, private placement; Equity: personal, friends and family. Angel Financers and Venture capital.

Module V: Institutional Support for Entrepreneurs

MSMED Act 2006, Role of government & its nodal agencies in entrepreneurship development, Financial assistance and subsidies offered by government and developmental agencies – DIC, Ministry of MSME, NIESBUD, NSTEBD, Technology Development Board, EDII.

Text & References:

Text:

- Hisrich, Robert D., Michael P. Peters, Dean A. Sheperd (2007). Entrepreneurship. New Delhi: The McGraw-Hill Companies. Latest Edition.

References:

- Charantimath, Poornima M. (2009), Entrepreneurship Development Small Business Enterprises. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
- Desai Vasant. (2007). Fundamentals of Entrepreneurship and Small Business Management. New Delhi: Himalya Publishing House.
- Holt, David H. (1992), Entrepreneurship New Venture Creation. New Delhi. PHI Learnings Private Limited.

Journals

- Emerald emerging market case studies (EEMCS), Emerald.
- Harvard Business Review (HBR).
- International Journal of Entrepreneurship & Innovation (IJEI), IP Publishing.
- International Journal of Globalisation and Small Business (IJGSB), Inderscience.
- Journal of Business Venturing (JBV) – Elsevier.
- Journal of Chinese Entrepreneurship (JCE), Emerald.
- Journal of Entrepreneurship in Emerging Economies (JEEE), Emerald.
- Journal of Small Business Management (JSBM), Blackwell Publishing.
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald.
- World Review of Entrepreneurship Management and Sustainability Development (WREMSD), Interscience.

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Bachelor of Business Administration

Business Strategy

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
STRA303	5	30	70	100

Course Objectives:

The objective of this course is to enable students to:

1. Analyse an organisation's vision, mission, and guiding principles, and evaluate different techniques and models for organisational and environmental analysis.
2. Examine the theory and practice of strategy formulation and implementation, including topics such as corporate governance and business ethics, to develop effective strategic leadership skills.
3. Expand their capacity to integrate and understand environmental changes that influence business strategy, and develop a competitive advantage for organisations.
4. Gain a holistic perspective on the interconnection of various functional areas within a business and their role in shaping corporate strategy.
5. Familiarise themselves with different approaches to crafting business strategy in a dynamic business environment, and utilize analytical tools to carefully reason about strategic options and make informed strategic decisions.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Understand the strategic decision-making process within organizations and appreciate the critical role of strategic planning for achieving organizational success.
2. Explain the key concepts, principles, and practices of strategy formulation and implementation.
3. Analyse the competitive environment and industry dynamics using strategic models utilised by successful organizations.
4. Develop a cognitive framework to comprehend and analyze the rapidly changing and turbulent business environment.
5. Examine the challenges posed by the business environment and devise creative and sustainable business opportunities and strategies.
6. Investigate existing business firms to gain a deeper understanding of the relevance and practical implementation of the strategic management process.
7. Module 1: Fundamentals of Strategic Management
8. Introduction to Strategic Planning and Strategic Management Process, Challenges to Strategic Management and Organizational Adaptation, Strategic Decision Making, Strategic Direction and Purpose: Mission and Vision, Corporate Governance- Role of the Board of Directors, Corporate Social Responsibility and Ethical Decision Making.
9. Module 2: Environment Analysis and Diagnosis
10. Concept of Environment and its Impact on Strategic Planning, External Environment Scanning: Remote Environment, Industry Analysis (Porter's Approach to Industry Analysis), Internal Scanning through Organizational Analysis (Resource Based Approach, Value Chain Analysis, Benchmarking)

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11. Module 3: Strategic Formulation and Choice
12. Situation Analysis: SWOT analysis for Strategic Choice, Understanding the Balanced Scorecard Approach, Formulating Corporate Strategies, Formulating Business Level Strategies: Porter's Competitive Strategies, Understanding the Red Ocean and Blue Ocean Strategies, Strategy Formulation at Functional level, Multi-business Strategy.
13. Module 4: Strategic Implementation and Control
14. The Implementation Process, Objective, Task setting and Resource Allocation, Organization Structure, Leadership and Culture, Strategic Control
15. Module 5: Strategic Change, Innovation and Entrepreneurship
16. Managing Strategic Change, Role of Technology and Innovation in Strategy Development, Strategic Issues in Entrepreneurial Ventures

Text:

- Strategic Management, Formulation, Implementation & Control, Pearce, Robinson and Mittal (McGraw Hill), (12th Edition)

References:

- Concepts in Strategic Management & Business Policy, Wheelen and Hunger (Pearson), (13th Edition)
- Crafting & Executing Strategy, The Quest for Competitive Advantage, Thomson, Strickland, Gamble & Jain (McGraw Hill), (16th Edition)
- Concepts in Strategic Management and Business Policy – Towards Global Sustainability, Wheelen & Hunger (Pearson), (13th Edition)
- Strategic Management and Business Policy, Kazmi (McGraw Hill), (3rd Edition)
- Corporate Strategy, Lynch (Pearson), (4th Edition)

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Bachelor of Business Administration

Quality Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
POM309	5	30	70	100

Course Objectives:

The objective is

- To familiarize the students with the concepts of quality techniques with an aim of managing, controlling and improving quality and related aspects in any organization. In addition, it aims
- To provide understanding of basic knowledge and skill to implement quality measures in any organization.

Learning Outcomes:

At completion of the course, the students shall be able to

- Explain basic concepts of quality in Manufacturing and Service Systems
- Describe different Quality Management Awards and Frameworks.
- Understand the role of Leadership, Strategic Planning and Customer focus in quality management
- Explain various quality tools.
- Apply technical system for quality.

Module I: Introduction to Quality

- Evolution of quality and its dimensions,
- Quality in Manufacturing and Service Systems,
- Strategic Planning and Competitive Advantage,
- The cost of quality and measurement of the return on quality

Module II: Philosophies of Quality Gurus

The Deming, Juran and Crosby Philosophy

- Brief about philosophy on Quality by - A. V. Feigenbaum, Karou Ishikawa and Genichi Taguchi
- Quality Management Awards and Frameworks - The Malcolm Balridge National Quality Award, The Deming Prize, European Quality Award, Rajiv Gandhi National Quality Award

Module III: Quality Management Systems

- Leadership and Strategic Planning – Leadership for quality, seven management and planning tools
- Focusing on Customers- The importance of customer satisfaction and loyalty, understanding customer needs, linking customer information to design, production, and service delivery, Measuring customer satisfaction

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- Process Management- Business processes, Designing work processes, process Improvement (Kaizen, Deming Cycle, creative problem solving), Breakthrough Improvement (Benchmarking, Reengineering)

Module IV: Statistical Process Control

- Seven quality tools- Flow Charts, Check Sheets, Histograms, Pareto Analysis, Cause and Effect Diagram, Scatter diagram and Control charts
- Acceptance Sampling, OC curve
- Quality Control Measurements
- Control charts for variables data – \bar{x} , r and s charts
- Control charts for attribute data – p , np , c , and u charts
- Designing and Analyzing Control Charts

Module V: Technical System for Quality

- Six Sigma- Statistical basis for six sigma,
- Six sigma methodology-Define, Measure, Analyze, Improve, Control (DMAIC)
- Design for Quality – Quality Function Deployment
- Design for six sigma -Define, Measure, Analyze, Design and Verify process (DMADV)
- Design Optimization-Taguchi Loss function , Design Failure Mode and Effects Analysis (FMEA)
- Introduction to Quality Management Standards: The ISO 9001:2000 Quality Management System Standard, The ISO 14001:2004 Environmental Management System Standard, ISO 27001:2005 Information Security Management System
- Use of Analytics in Quality Management
- Real life quality management cases by industry experts.

Text & References:

References:

- Evans, James R., Lindsay, William M., (2011), The Management and Control of Quality, 8th Edition, Cengage Learning
- Dale, Barrie G., Wieley, Ton Var Der, Iwaarden, Jos Van., Managing Quality, 5th Edition, Wiley India
- Subburaj Ramasamy, (2008), Total Quality Management, Tata McGraw Hill Education, India

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Bachelor of Business Administration

Professional Ethics

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
PFE301	5	30	70	100

Course Objectives & Learning Outcomes

Course Objectives

The objectives of this course are to help the students:

- Understand the concept of professional ethics.
- Identify ethical issues at the workplace.
- Learn to match code of ethics with appropriate profession.
- Understand the various theories of ethics.

Learning Outcomes

By the end of this course, the learners will be able to:

- Relate code of ethics with appropriate profession
- Comprehend the concept of professional ethics
- Analyse various ethical issues at workplace
- Interpret theories of ethics and their implications

Module I – Philosophy and Ethics

Descriptors/Topics

- Introduction to philosophy; definition, nature and scope, concept, branches
- Origin of Ethics
- Ethics: definition, moral philosophy, nature of moral judgments and reactions.
- Theories of Ethics(Utilitarian Theory,Right Theory & Casuist Theory)
- Benefit of Ethics
- Freedom in ethical discourse

Module II: Ethical Issues and practices at Workplace

- **Descriptors/Topics**
- Ethical Dilemma's
- Challenges in ethical decision making
- Redressal of grievances
- Employee Rights
- Conflicts of Interest
- Employee Relationship at workplace

Module III: Code of Ethics:

- **Descriptors/Topics**
- Principle of Ethics
- Compliance based and values based code of ethics
- Professional obligation
- Role of regulatory authority
- Respect for Privacy

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Bachelor of Business Administration

- Confidentiality
- Inform Consent and debriefing

Module IV: Sustainable Practices

- Green Practices
- Ethics to handle VUCA environment
- Importance of sustainability
- Sustainable Business practices
- Corporate Social Responsibility
- Inclusive development

Module V: Ethics in different Domain

- Role of ethics in different domain
- Ethics in Research, Medicine, Engineering, Sciences, Entrepreneurship, Psychology, Journalism, Management, law, Humanities etc.

Text & References:

John R Boatright, "Ethics and the Conduct of Business", Pearson Education, New Delhi, 2003

Edmund G Seebauer and Robert L Barry, "Fundamentals of Ethics for Scientists and Engineers", Oxford University Press, Oxford, 2001

Laura P. Hartman and Joe Desjardins, "Business Ethics: Decision Making for Personal Integrity and Social Responsibility" Mc Graw Hill education, India Pvt. Ltd. New Delhi 2013.

A Global Standard for Professional Ethics: Cross-Border Business Concerns By Allen, Catherine; Bunting, Robert Journal of Accountancy, Vol. 205, No. 5, May 2008

Conflict of Interest in the Professions By Michael Davis; Andrew Stark Oxford University Press, 2001

Working Ethics: How to Be Fair in a Culturally Complex World By Richard Rowson Jessica Kingsley, 2006

Preferred Strategies for Learning Ethics in the Practice of a Discipline By Pettifor, Jean L.; Paquet, Stephanie Canadian Psychology, Vol. 43, No. 4, November 2002

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Bachelor of Business Administration

Financial Planning

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
FIBA306	5	30	70	100

Course Objectives:

- To introduce the students with the concept of financial planning
- To explain investment and financial issues arising from the management of personal wealth
- To understand & perform simple financial need analysis and explain the features of various forms of investment available to individuals and outline their advantages and disadvantages
- To outline the role of retirement & estate planning within the financial planning process
- To explain tax laws and their use in tax planning

Learning Outcomes:

On completion of the course, students shall be able to:

- Identify primary areas of personal finance
- Analyze an individual's financial situation
- Examine and recommend investment and retirement strategies
- Compute personal tax and do tax planning

Module I : Introduction to Personal Financial Planning

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Residential status of individual, HUF, and company. Real Assets: Investment in Real Estate, Precious Metals and 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 II : Basics of Taxation

Planning for tax considerations, computation of tax implications heads of Income Tax. Importance of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes.

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Module III: Liability Planning and Investment Fundamentals

Concept and importance of Life Insurance & Social Security, Health Insurance, Property & Liability Insurance. Introduction to Stocks and Bonds, Choosing various investment avenues as per client profiling.

Module IV: Tax Planning and Retirement 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, Reverse mortgage. Their role, significance & growth.

Module V: Recent Trends and developments in Personal Financial Planning

Understanding recent developments in financial sector, use of IT in various services to the client, concept of re-wired investor, science vs human-based advice, growing importance of analytics and big data and understanding of new investment environment.

Text Reading:

- Kapoor Dlabay, Les R, Hughes Robert J(2019) Personal Finance, McGraw-Hill, New Delhi.

References:

- Sinha Madhu (2016), Financial Planning, McGraw-Hill, New Delhi.
- Gitman J. Lawrence, Personal Financial Planning, Cengage Learning, USA

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Amity Directorate of Online Education

Bachelor of Business Administration

Managing Customer Relationships

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG201	5	30	70	100

Course Objectives:

To have full knowledge to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution

Learning Outcomes:

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

Define CRM and its goals.

Evaluate strategies of CRM

Differentiate customer data and information for CRM

Choose E commerce for CRM.

Module I:

(Part A) CRM- Introduction

Descriptors/Topics

Definition

Goal of CRM

CRM Success Factor

(Part B) The Customer Service / Sales Profile

The Three Level of Service

The Shape of Customer Service

Managing Customer Service / Sales Profile

Module II: Choosing your CRM Strategy

Descriptors/Topics

CRM Strategy Starting Point

The CRM Strategy Creation

CRM Strategy Selection

Module III: Managing and Sharing Customer Data

Descriptors/Topics

Managing Customer Information

Ethics and legalities of Data use

Tools for capturing Customer Information

Module IV: E-Commerce Customer relationship

Descriptors/Topics

CRM on Internet

Choosing the Right niche

Rules for the Success on the road to E-commerce

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Module V: Managing Relationship through Conflict

- Managing the movement of conflict
- Understanding Customers
- Problems
- Solutions
- CRM Marketing Initiatives
- Cross selling & Up-selling
- Customer relation
- Behaviour Predication

Text & References:

Text:

- CRM by Kristen Anderson & Carl Kerr, Tata McGraw Hills
- The CRM Hand-book by Jill Dyche, Pearson Education Singapore
- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. Jagmihan Negi, Himalayan Publishing House, New Delhi

References:

- Management & Public Relation & Communication by Shailesh Sen Gupta, Vikas Publishing House, New Delhi
- Consumer Behaviour by Dr. SL Gupta, Sultan Chand & Sons Front Office by Abbott, Butter Worth Hiemann. Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

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Amity Directorate of Online Education

Bachelor of Business Administration

Marketing in Digital Age

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG316	5	30	70	100

Course Objectives:

The course aims to make students aware about the current state of Virtual world, emerging digital technologies and have an understanding on online value chain. An attempt will also be made to understand the legal and ethical implication of the digital world.

Learning Outcomes:

At the completion of the course, students will be able to

- Clear understanding about the working of digital marketing and how companies are cashing upon the virtual world.
- Be aware about the global presence and issues involved in digital marketing viz a viz strategies used by organization in the digital scenario.

Module I : Marketing in the Digital World

Overview of digital environment, Internet basics, Concept of markets in virtual world, Understanding digital customers, The virtual value chain: Marketplace vs. market space, Marketing 4.0 in the digital economy: Redefining marketing in the digital economy, New frameworks for marketing in the digital economy

Module II: The Internet Marketing Mix

Internet Marketing Mix: How the digital ‘stuff’ fits into the traditional marketing mix, Product in the Internet Marketing Mix, Online product presentation building a virtual brand, Price in the Internet Marketing Mix, Online Distribution, Online Promotion.

Module III : Operational Digital Marketing

Search engine optimization: Keyword selection, On-site optimization, Off-site optimization, Strategic search engine optimization. Website development: The basics, Content development, The B2B website, The global web presence. E-commerce: The e-commerce Websites, Comparison shopping engines, e-marketplaces and third-party shopping websites. Online Advertising: Programmatic advertising, Online ad formats, Search advertising, Network advertising, Landing pages. Email marketing: Email newsletters, Email as a medium for direct marketing and marketing messages. Bluetooth Marketing, Online Marketing.

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Module IV : Social Media and Mobile Marketing

Advertising Online: Engaging Consumers with Web 2.0, Social centrality and the Emergence of Social-Media Marketing, Blogging, Forums, Consumer reviews and ratings, Social networking, Social sharing, Strategic marketing on social media, Measure and monitor. Mobile usage, Mobile Marketing toolkit, Features, Campaign and analytics

Module V: Web Analytics

Data Collection, Key Metrics, Making web analytics actionable, multi channel attribution, types of tracking codes, mobile analytics, Competitive intelligence.

Text & References:

- Chaffey, Chadwick, Johnston, Mayer, Internet Marketing, 3rd edition, 2009, Pearson Publication
- Strass, El-Ansary, Frost, e-Marketing, 5th edition, Pearson Publication
- Carter-Brooks-Catalano-Smith, Digital Marketing for Dummies, Wiley Publication
- Godfrey Parkin, Digital Marketing: Strategies for Online Success, 2009, New Holland
- Urban, Digital Marketing Strategy: Text and Cases, 1/e, 2004 Prentice Hall

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Bachelor of Business Administration

Fundamentals of International Human Resource Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
HR305	5	30	70	100

Course Objectives:

- The objective of this course is to familiarize the students with the diversity of HRM in an international context and the key HR challenges facing organizations working internationally.
- This course emphasises on developing a theoretical grasp of issues and problems and an understanding of practical implications of various theories of human behavior at work.
- This course aims at introducing the students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations within a global environment.
- This course will acquaint students with the theories of behavior of people in modern global organisations.

Learning Outcomes:

- By the end of the course students will be able to:
- Demonstrate proficiency in the concept of international human recourse management.
- Apply theories and practice the same through assignments.
- Understand and analyse various issues and practices pertaining to the major HRM functions within the context of multinational environment.
- Identify and review the skills for recruiting and selecting staff for international assignments
- Understand the various performance management systems in other countries, the compensation practices in multinationals and how international Labor Relations are impacting the HR policies.

Module I : Internationalisation of HRM

Introduction to IHRM, Definition, Reasons for Going Global, Features, Elements Approaches To IHRM, Difference Between IHRM and Domestic HRM, Reasons for Emergence of IHRM, Model of IHRM, Internationalisation of HRM, Stages of Internationalisation, Competency Required for International Managers, Domestic and International HRM, Factors Influencing the Global Work Environment, Issues and Challenges in IHRM, Expatriation-Repatriation, Selection Criteria for International Assignments, Women Expatriates, Case Study

Module II : Strategic Human Resource Management

Strategic HRM , Strategic IHRM, Integrating the Business and HR Strategies, MNC's Business Strategies and HRM, Features of IHRM, Formulating HR Strategy, Organisational Strategies for Cultural Diversity, Relationship Between International Strategy and SIHRM, Importance of SHRM, Importance of Understanding Culture in International Business, International Transfer and Repatriation Strategies, Problems of

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Repatriation, Rewards in the International Context, Global Work-Life Management, Case Study

Module III : Cross Cultural Management

Introduction to Culture - Key Concepts, Determinants of Cultural Identity, Cultural Sensitivity, Cultural diversity, Study the impact of culture on employee behavior and business operations, Culture Shock and ways to overcome it, Frameworks for Mapping the Culture, Concept of Geert Hofstede value dimension framework, Leadership Across Cultures, Approaches to Understanding Cultural Diversity: Achieve global model, Halls and Halls cross cultural, Kluckhohn and Strodtbeck'S Cultural Dimension, Hofstede'S Cultural Dimensions, Trompenaars Cultural Dimensions, Hall And Hall'S Cultural Dimension, Cross Cultural Communication and Negotiations, Cultural Training, Cultural Differences and Similarities, Behaviour Variations Across Cultures, Barriers to Cross Cultural Communication, Case study

Module IV: International Recruitment, Training and Rewards

Approaches of Recruitment: Ethnocentric, Poly-Centric, Regio-Centric ,Geo-Centric , Advantages and Disadvantages of Different Selection Methods, Different Approaches to Multinational Staffing Decisions , Latest Recruitment Methods Using Head-Hunters, Cross-National Advertising, E-Recruitment , Selection Criteria and Techniques, Use of Selection Tests, Interviews for International Selection, International Staffing Issues, Global Staffing Practices, Training Global Executives, Pre Departure Training, Diversity Training, Repatriate Training, International Trends in Rewards and Recognition of Employees, Case Study

Module V: Management and Compensation in International Business

Compensation in International Perspective, The Framework and Practices in Countries, Key Components of International Compensation, Approaches to International Compensation, Global Compensation: Emerging Issues, Issue of Double Taxation, International Labour Laws an Overview, Trade Unions and International Industrial Relations, Global E-enablement of HR Processes, Country Specific Industrial Relations Practices, HRM Practices and Emerging Trends, International Workforce and International HRIS, Managing HR in Virtual Organisation, Case Study

Text:

- Dowling, Peter; International human resource management - Managing people in a multinational context; Publisher: Thompson., 2013
- Bhatia S K, International Human Resource Management-a global perspective: Publisher: Deep & Deep Publications Pvt. Ltd., 2005
- International Human Resource Management- Tony Edwards & Chris Rees: Pearson, 2008.

References:

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press, 2005.
- Human Resource Management – Wayne Mondy: Pearson, 2010
- Human Resource Management- David Lepak & Mary Gowan: Pearson, 2009.